

## Hot Line Successful, Employees Call The Boss

The operation of the employees' Hot Line to Amtrak President Alan S. Boyd has been a rousing success.

Some 126 phone calls have been received up to June 5 since the phone became operational.

"There have been a lot of good ideas offered," says Boyd.

"I appreciate the time taken to call me with the various suggestions.

"(Well, maybe not all of them. There were one or two that politely told me where I might go and what I might do when I got there.)

"I am impressed, however, with the quality of the various ideas submitted and can assure you that we are taking this Hot Line very seriously."

The Hot Line works like this. Any employee can call in on the free 800-series number. (800-424-5191 from anywhere in the country except Washington, D.C. District callers can dial 383-2027.) Boyd will not answer the phone personally but a recording device will tape the message.

The line is operational from 8 a.m. to 8 p.m. (EDT), Monday through Friday. Callers are free to identify themselves or to remain anonymous.

Each day's messages are transcribed that night into typewritten "hard copies" which are on Boyd's desk the following morning. Boyd reads them all, then funnels them to department heads for action where appropriate.

He told *Amtrak News* that every suggestion receives equal attention but, due to the volume, he is unable

to personally respond to each one. "Our actions will speak louder than words," he emphasized.

Some callers are obviously not employees. The line is intended strictly for Amtrak employees and to make the system work efficiently outsiders should be urged to contact Amtrak's Consumer Relations.

According to Boyd, suggestions have run the gamut from truly innovative ideas that can benefit the company to personality issues.

What suggestions and ideas have been advanced?

A sampling follows.

**Question:** The Hot Line phone idea is a good one, but what if somebody wants to mail in some ideas? Where would they write?

**Answer:** Simply write Mr. Boyd at 400 N. Capitol St., NW, Washington, D.C. 20001. Do, however, put the words "Employees' Hot Line" in big

*(Continued on page 6)*

## New Law, Computer Services Vice Presidents Approved By Board

Two new vice presidents were approved by Amtrak's board of directors at its May 30 meeting.

They are Paul F. Mickey, Jr., vice president, general counsel, effective July 1, and Robert W. Hyer, vice president, computer services, effective June 15. The board also approved the appointment of Anthony L. Mondello as deputy general counsel, effective July 1.

Mickey succeeds Nathaniel H. Goodrich who is retiring. Hyer succeeds Donald Larson who has resigned.

Mickey comes to Amtrak from Covington and Burling, a leading Washington law firm, where he was an associate dealing with appellate litigation and general administrative practice, concentrating on environmental matters, discrimination and international legal matters.

From 1975 to 1977, Mickey was with the Office of the Legal Adviser of the Economics and Business Division of the U.S. Department of State.

Mickey, 29, was graduated in 1974 from the University of Virginia Law

School. He received his bachelor of arts, summa cum laude, from Princeton University in 1971.

Hyer, 42, has been director of applications planning and development for Amtrak since last January. He came to Amtrak in 1977 as director of hardware/network operations. He also held the position of director, applications development services, and director of plans and controls.

Prior to joining Amtrak, he was executive vice president of Applied Management Systems, Gaithersburg, Maryland. He has also held positions as vice president of marketing for Intelcom, Inc., and director of communications systems for Control Data Corporation, both located in Minneapolis.

Mondello, 59, has been associate general counsel for litigation and regulatory matters for Amtrak since 1978. He came to Amtrak in 1977 from the Legal Services Corporation. Prior to that he was a consultant with the legal firm of Wilmer, Cutler and Pickering, and general counsel of the U.S. Civil Service Commission.

### Hot Line

U.S.A. 800-424-5191

D.C. only 383-2027



# Los Angeles Station Has Birthday Party, Thousands Come To Celebrate

Over 55,000 persons came to Los Angeles Union Station on Saturday and Sunday, May 5-6, to participate in the station's 40th birthday party and to inspect an array of Amtrak equipment set on two tracks in the train shed.

Titled *Fiesta Rail '79*, the festivities included an official program on Saturday morning, a special train trip that afternoon and various displays during both days. Popularity of the show was so great that visiting hours were extended on Sunday to accommodate the crowds.

The station celebration coincided with the Cinco de Mayo holiday which focused on the historic Mexican area across the street from the station. President Jimmy Carter attended that celebration to dedicate Placita de Dolores, a small park which displays a replica of the historic bell of Dolores, Mexico. He did not stop at the station birthday party.

Cosponsors of the station fete were the Pacific Railroad Society, the Southern California chapter of the Railway and Locomotive Historical Society, the Orange Empire Railway Museum and Amtrak.

The formal program was held in the station's south patio beginning at 10:30 a.m. on Saturday morning.

Speakers included Brad Black, president, PRS; Bill Fletcher, chairman Southern California chapter,

R&LHS; W. Clark Tyler, Amtrak's vice president, government affairs; and Robert L. Pfister, superintendent of the station who represented the owning railroads.

Other speakers included Harrison Page, one of the stars of *Supertrain*, and Gerald M. Best, 84, who was on the committee that dedicated the station in 1939.

Keynote speaker was Adriana Gianturco, director, California State Department of Transportation (Caltrans) and an outspoken champion of Amtrak.

Said Gianturco, "Union Station presently serves nine trains on four routes and in recent years there has been a notable increase in the numbers of passengers riding these trains.

"Our active interest in increasing Amtrak service carries much further than our successful efforts with the *San Diegans*. For several years, the Department has advocated and encouraged the expansion of rail service in other corridors in California.

"We have long supported extending the Central Valley's *San Joaquin* route beyond Bakersfield to Los Angeles. Other examples include support for an additional train on the *Coast Starlight* route and the rerouting of the *Starlight* through Sacramento before turning north for the Pacific Northwest."

After her speech, Gianturco was

presented a Gold Spike award by George Falcon, president, Citizens for Rail California, and a director of the National Association of Railroad Passengers.

Douglas Ring, administrator to Baxter Ward, Los Angeles County Supervisor, presented Jim Cira, manager, Western division, with a proclamation congratulating Amtrak and the station on the 40th anniversary.

Master of ceremonies was Art Lloyd, director, public affairs, San Francisco.

The station birthday party coincided with the annual meeting of the Railway and Locomotive Historical Society which was holding its national convention in nearby Buena Park. All of those participants came to the station ceremony in chartered buses.

Displays during the two days included, in front of the station, an old double-deck Gray Lines tour bus, a Pacific Electric interurban car (albeit now gasoline-powered and mounted on rubber tires) and an ultra-modern AM General articulated city bus.

Amtrak's trackside exhibits included F40PH and SDP40F locomotives, the two technical training cars, several refurbished conventional cars, an Amcoach, an ex-Santa Fe Hi-Level car and a Superliner.

Inside the station, near the ticket counters, were displays set up by various organizations including Amtrak's own sales department, the Orange Empire Railway Museum, the Electric Railway Historical Association, LA's and Orange County's Rapid Transit Districts, the Pacific Railroad Society, the R&LHS, NARP and Citizens for Rail California. Two operating HO model railroads were also on exhibit.

Also on display in the station was the extensive toy train collection of Ward Kimball, noted West Coast rail buff and retired animator for Walt Disney Studios.

## A Bit Of Sadness Amidst The Joy

The station's flag flew at half mast, during the two-day open house, in honor of Floyd L. Rogers, Amtrak's station manager, who died the previous Thursday while recuperating in the hospital from surgery.

Rogers, 53, came to work for the Southern Pacific at LAUPT in December 1950 as an extra

helper during the Christmas rush. He officially began his seniority in January in the baggage and mail department and worked there until October 1966 when he was named assistant agent of baggage and mail.

He held that position until he joined Amtrak in November 1972.



The size of the weekend crowd was helped by implementation of a special Cinco de Mayo fare, at the request of Caltrans, of a \$5 round trip from any point on the San Diego line. Train riders, who packed the *San Diegans* that weekend, came to visit both the station show and the Mexican fete across the street.

The *Fiesta Express*, a special train of 18 cars—seven Hi-Level coaches, four single-level cars and seven privately-owned cars, including an open end observation car—attracted over 800 riders for the ceremonial ride that retraced the old “balloon” route of the Santa Fe.

The circle trip operated over both passenger and freight-only Santa Fe trackage traversing Santa Ana Canyon—route of the former *Grand Canyon Limited*—to San Bernardino. The train then returned to Los

## Coach Cleaner Becomes Mariachi Singer

Singing with the mariachi band that entertained during the Los Angeles station fete was Vicky Davis, coach cleaner at Amtrak’s 8th Street coach yard.

Davis—her married name—is a native of Mexico and has sung professionally between 1969-71 when she lived in Chicago. During that time, under the name of Vicky Rivera, she entertained such notables as President Nixon, Presidential Candidate George

McGovern and several astronauts.

Now she sings occasionally, belting out traditional Mexican songs, primarily in charity work at veterans’ hospitals and school functions.

Davis began her railroad career with the Santa Fe in January 1973, joining Amtrak when it took over the yard in January 1977. She was the yard’s *Employee of the Month* in May 1978.

Angeles over the Santa Fe’s mainline that is used by the *Southwest Limited*.

After arriving in Los Angeles, a buffet barbecue supper was served in

the station’s north patio. Entertainment was provided by a mariachi band. During the dinner a birthday cake was cut by Brad Black and distributed to the guests.



(Left) John Petros, vice chairman, Pacific Railroad Society, addresses the crowd that attended the official ceremony. Petros coordinated the weekend’s events. (Below) Vicky Davis belts out a Mexican song as Petros cuts the birthday cake.



(Above) Carlos Hernandez, Los Angeles sales representative, bedecks a young visitor with an Amtrak engineer’s hat.



(Left) Along with the Gold Spike, Adriana Gianturco collects a congratulatory kiss from George Falcon. (Above) Art Ryan, on board services attendant, greets visitors in the display Superliner.



# Family Days Equipment Exhibit

## Highlights Boston Transportation Week

Despite rainy weather, several thousand persons turned out on Saturday and Sunday, May 19-20, to view an exhibition of rail equipment during *Family Days* at Boston's South Station.

Held in observance of National Transportation Week, the display featured some 16 cars and locomotives ranging from an old Pennsylvania Railroad P70 commuter coach to the latest rebuilt Metroliner, complete with new paint scheme.

Locomotives on display included an E-8, an F40PH and a GP-7, used in Northeast Corridor maintenance work.

Also on view for public inspection were a sampling of Amtrak's passenger cars including Amfleet—a coach, dinette, sleeping and club car—and upgraded conventional equipment—a coach and diner.

Self-propelled equipment included a Turboliner power unit and coach, as well as the rebuilt Metroliner which will eventually serve Boston.

Also spotted on the three-track display were several technical cars including a track geometry car and the

company's two Amtech classroom cars. The *Black Diamond*, an office car owned by Richard Horstman, provided a vivid contrast to the modern equipment.

Besides the display of rail equipment, five additional displays were set up in the station concourse. Visitors who attended the two-day affair saw displays that compared fuel efficiency of railroads to other forms of mass transportation, that demonstrated the difference between wooden and concrete ties, or that described the new Superliners.

A huge cardboard model of the planned renovation of South Station, together with a special exhibit on the Northeast Corridor Improvement Project, on loan from the Department of Transportation, were also displayed.

Of particular interest to the participants was a film produced by the Canadian National Railways which demonstrated their track laying system, one very similar to Amtrak's TLS.

Open from noon to 2 p.m. on Sunday for railroad employees and their families, the exhibition was open to

the public on both days from 2 to 5 p.m. Among those who attended was Massachusetts Secretary of Transportation Barry Locke. Visitors received balloons, paper hats and other souvenirs.

Corporate public affairs staff members who represented Amtrak at Boston's *Family Days*, Ed Edel and Sue Stevens, were aided by members of the Mystic Valley Railway Society, the Massachusetts Association of Railroad Passengers and the Massachusetts Railway Enthusiasts who volunteered to describe rail equipment to visitors.

The exhibit was coordinated by Dick Duggan, division manager, and the Boston division staff together with Amtrak's operations, public affairs, government affairs and marketing departments.

## Safety Standings

St. Louis led the divisions in its category of the President's Safety Contest for the month of April with a 1.9 injury ratio.

Wilmington led the three other shops for the same month with an 8.3 ratio, while ten mechanical facilities had no injuries for the month and thus tied for first place with a zero ratio.

The ten are Minneapolis, Detroit, Kansas City, St. Louis, Dallas-Fort Worth, Houston, New Orleans, Buffalo, Philadelphia and Jacksonville.

For the year to date, St. Louis continues to lead the division with a 4.0 ratio, but is closely trailed by Philadelphia with its 4.2 ratio.

In the shop category, Beech Grove leads with a 10.5 ratio, although all three of its competitors are within four points of the lead.

Five mechanical facilities—Minneapolis, Detroit, Kansas City, Buffalo and Jacksonville—have had no injuries since the beginning of the year and thus have a zero injury ratio.



Photo By Dennis Shumaker

Despite the rain, Bostonians came to South Station to see Amtrak's equipment exhibit.



# New On Board Services Employees Undergo Intensive Training

Over 370 newly-hired on-board services employees have undergone intensive training before beginning their jobs this summer.

The training sessions began at three locations—Los Angeles, Miami and Washington—on Monday, May 7. Other sessions were held at Chicago, New York, Oakland and Seattle.

Three days were spent in classroom sessions, one day of which concentrated on first-aid training. Three to four days were then spent working on stationary rail cars, after which the newly-hired employees went out on student trips in the company of an experienced employee.

In addition to the technical aspects of their jobs, the new employees got an overall orientation to the company and its mission. They also learned professional service techniques and received detailed instruction in safe working practices, sanitation, handling of emergencies and working with handicapped passengers.

The intensity of the program is evidenced by the amount of cooperation and coordination involved. Personnel in different departments worked together to provide the new employees with their professional instruction.

For example, the company's corpo-



Jim Dauner, operations trainer, instructs first "new hires" class at Los Angeles.

rate personnel training department, operations training and the corporate on-board services departments cooperated to develop the overall training program.

Headquarters' reproduction department and the procurement department provided the various training materials.

Personnel department selected the candidates who were then either accepted or rejected by on-board services field management.

Operations training department

presented the course assisted by on-board services employees who shared their work experiences with the new employees.

To learn the technical side of their jobs, the new employees underwent "hands on" experience in an actual diner, coach or sleeping car.

Even though equipment is in high demand this year, train operations department and the field management of the mechanical department were able to provide equipment for use at all seven locations.

Local commissaries stocked the equipment for the exercises that included serving a demonstration lunch for yard employees.

"Providing quality training in the face of budget and time restrictions as well as the severe lack of equipment is quite a challenge," says Brett Tyler, director, operations administration.

"We're grateful that so many of our people have the dedication and enthusiasm to bring it off as well as they do. It's a good indication of Amtrak's desire to serve the traveling public."

After their student trips, the new employees "graduated" and were assigned to actual runs as service or train attendants or food specialists.

## More Displays Around The Nation

In addition to Boston's *Family Days* Amtrak held smaller equipment displays at Harrisburg, Pennsylvania; San Jose and Oakland, California; and Minneapolis-St. Paul, Minnesota, in observance of National Transportation Week.

An Amcafe car was on display at Amtrak's Harrisburg station on Monday and Tuesday, May 14 and 15. Visitors, including civic officials and a number of school children, were greeted by Tom Sabo, district sales representative, Philadelphia.

Members of the media and the travel industry were also on hand at "sneak previews" of a Superliner coach on Wednesday, May 16, at the San Jose station, and on Thursday, May 17, at the Oakland station.

In Minneapolis-St. Paul, more than 6,000 persons turned out on Sunday, May 13, to view equipment there. On display were a Superliner coach and two Amfleet cars. Inside the station were several displays and a continuous presentation of Amtrak's award-winning motion picture, "Rails West."



## HOT LINE (Continued from page 1)

letters on the front of the envelope.

**Question:** I think the Hot Line is fabulous. However, people are not really sure that they can remain anonymous. They think they can be checked on by the sound of their voices or from where the call is being made.

**Answer:** The entire process is under total security. There is no way to tell where a phone call is coming from and certainly no way to recognize the voices. Extreme care is also taken to prevent the transcribed copies from falling into stray hands.

**Question:** Why can't Amtrak ticket agents at stations without ARTS machines have a special 800-series number they can contact at the CROs?

**Answer:** That would be no real solution because it wouldn't lighten the work load for the CROs. We suggest that ticket offices without ARTS machines contact the nearest Amtrak station that does have an ARTS terminal so they can go directly into the computer for the reservations.

**Question:** I can't get the reservations office in Chicago. The line is always busy.

**Answer:** Our phone volume has soared in recent weeks. We need more reservations clerks and more trunk lines. We have added some 100 clerks recently to help handle the load.

**Question:** Why don't you put out some information on the severance pay for employees who will be cut back because of the route shrinkage that will occur on October 1?

**Answer:** There will be a full explanation of C1 and C2 benefits in the next issue of *Amtrak News*.

**Question:** I'd like to suggest that for the summer, because of the heavy passenger loads, you add an extra bar car helper on the *Southwest Limited*.

**Answer:** Just that was done beginning May 23.

**Question:** Train stocking needs to be improved. When we went to New York from Washington recently, the

train ran out of hot dogs before we got to Baltimore.

**Answer:** There is no excuse for this. On board services has been asked to see this doesn't recur.

**Question:** We'd like to have a water cooler here in Winter Haven for our passengers.

**Answer:** I agree. We'll pursue the matter.

**Question:** Why don't you replace the 84-seat coach on the *Cardinal* with a 60-seat coach? Since the train is an overnight train the passengers would be more comfortable with seats that lean back further.

**Answer:** The summer consist calls for two 50-seat coaches and one 84-seat coach. But, we don't have enough 60-seat coaches to guarantee this every day.

**Question:** I don't understand why sleepers have been taken off the St. Petersburg run of the *Floridian*. I don't think it's right that folks who need them can't have them considering all the equipment you have.

**Answer:** The truth is that we just don't have that much equipment. Sleeping cars especially are in short supply. A sleeping car is on the Miami section.

**Question:** Why were the shades taken out of the diners when they went through their recent overhaul? (From another source) Why were the decorative curtains taken off the diners when they were overhauled?

**Answer:** Removal of shades was done on a trial basis. We now have returned to the practice of installing shades.

The curtains, on the other hand, require an inordinate amount of maintenance and are expensive because of the quality of material needed to satisfy safety regulations.

Dining cars being refurbished for the *Broadway* and *Lake Shore Limiteds* feature warm and rich interiors that more than make up for the lack of curtains.

**Question:** Why don't you stop the trains at Doswell, Virginia, (station for Kings Dominion theme park) for the general public, instead of only for groups of 15 or more?

**Answer:** This suggestion was on the Passenger Service Committee's May 31 agenda. It was rejected for several reasons. First, there would be no way to anticipate the load and therefore the number of extra cars needed on this unreserved train. Also, the extra cars would have to be carried all the way to Roanoke for switching.

Another reason is that there is no station facility at Doswell and no regular transportation to the park grounds from trackside.

**Question:** Why don't we fumigate cars with our own coach cleaners instead of hiring professionals?

**Answer:** Because of licensing requirements, liability factors and environmental control problems, it is advantageous for the company to use the professionals.

**Question:** Here at San Antonio we have only one ticket agent and the phone rings all day. Why can't we have a telephone recorder that can answer when we're busy, or away across town working the *Inter-American*, or when nobody's on duty?

**Answer:** Amtrak is currently evaluating the use of such telephone recording devices. See the story in this issue of *Amtrak News* on the local promotion efforts in 12 test markets.

**Question:** We should run a second section of the *Zephyr* with the new Superliner coaches just to Denver.

**Answer:** There is insufficient equipment to do so on a regular basis and the cost of a second section makes the idea impractical for the near future.

**Question:** You can save a lot of money if you'd replace the Turboliners from Brighton Park with conventional equipment out of the new coach yard at 12th Street in Chicago.

**Answer:** The cost of acquiring new equipment to replace the existing Turboliners would exceed any savings made by eliminating Brighton Park. Also, the initial investment is already made in the Turboliners.

**Question:** We're having a tough time with baggage and express and mail cars. Why don't you take a

regular freight car, change its trucks and run it behind the train as an extra baggage car?

**Answer:** Good question. We have investigated putting "express" type baggage car trucks under freight cars. Unfortunately, the patterns for these trucks are no longer available and standard freight car trucks — as you insinuated — can not be used because of higher passenger train speeds.

**Question:** I came down to San Jose on my own time on May 16 to see the Superliner that was on display there. The car was closed. Also, I've heard nothing about this car for over a year.

**Answer:** The single Superliner car was "sneak previewed" for the press and travel agents from 10 a.m. to 1 p.m. on successive days in San Jose and Oakland. Employees will be invited to inspect the cars when they are put into service on the West Coast.

News about the Superliners has appeared regularly in *Amtrak News*. Are you getting your copy at home? If not, write the publication at 400 N. Capitol St., NW, Washington, D.C. 20001.

**Question:** We have a train leaving here at Milwaukee at 4:15 p.m. with arrival in Chicago at 5:47. That's not enough time to make a guaranteed connection with the *Zephyr* for Denver. We should have an earlier departure from Milwaukee.

**Answer:** The Passenger Service Committee reviewed this suggestion and agrees with it. Although the schedule can not be changed at this time for operating reasons, the train's performance is reliable enough that, beginning July 29, the connection to the *Zephyr* will be guaranteed.

**Question:** We should have better connections from the *Empire Builder* and *Hiawatha* with trains going east and south from Chicago. Also, when these trains leave Chicago at 11:30 a.m., they miss most of the incoming trains from the east and south. People don't want to spend an extra day by overnighting in Chicago.

**Answer:** We hope to reestablish connections for the *Empire Builder* in Chicago in October or when the Superliners are put into service.

## Mechanical Department Restructured

In a restructuring of responsibilities in the mechanical department, three men have been assigned new responsibilities.

Frank Abate, assistant chief mechanical officer, maintenance, will be responsible for all day-to-day maintenance activities as well as overseeing all mechanical field operations except for the Beech Grove, Indiana, shop.

The field operation has been divided into two geographical areas. Heading the two are Joe Crawford, general mechanical superintendent, east, with headquarters in Philadelphia, and Ray Preski, general mechanical superintendent, west, with headquarters in Chicago.

Jim Roseman, assistant chief mechanical officer, engineering and heavy repairs, will be responsible for all of the department's engineering matters including new equipment, major modifications and rebuilds. He

will also have overall responsibility for the heavy repair shop in Beech Grove.

Roseman will also be responsible for the department's planning activities, fleet forecasting and will serve as liaison officer with outside groups such as DOT and the AAR.

Gene Eden, director, mechanical controls, will be responsible for the department's overall administrative functions, input to the corporate budget staff and the department's internal labor relation and personnel activities.

He will also be responsible for the department's work productivity and performance standards, its information systems and serve as the liaison with departments outside the mechanical area.

All three are headquartered in Washington and report directly to Tom Hackney, assistant vice president and chief mechanical officer.

## Special Women's Seminars Held

Some 141 professional level women from Amtrak's headquarters—directors, managers, chiefs, supervisors, analysts, auditors, specialists and administrators—attended special day-long management training seminars during the month of May.

The pilot seminars were held on May 10, 15 and 24, at Stouffer's hotel, in nearby Arlington, Virginia.

Explained Kelly Zanders, manager of affirmative action and coordinator for the program, "The seminars were presented in response to many requests by women who wanted to attend such courses provided by outside concerns. Since we had such great interest in the subject we decided to hold a program of our own."

Zanders does the introductions during the sessions but the actual meetings are conducted by two consultants, Jinx Melia and Denise Cavanaugh, who are experts in women's management and asser-

tiveness training.

The sessions were cost-free to participants and lunch was provided.

The seminars focused on increasing the effectiveness of mid-level and senior-level women in the management process as well as identifying internal attitudes which hold many women from being effective within their own organization.

Other facets of the program stressed risk-taking and challenging outmoded management practices, identifying factors that block a woman's progress and working out strategies to increase their job opportunities.

If the results of the pilot program warrant, a series of similar seminars may be implemented throughout the system in the future.

Zanders reports a good response from the participants. "I think both the company and the women involved benefited," she said.



# Operation Buildup Campaign

## Tests Local Promotion Efforts

A two-month-long special test program in 12 market areas—dubbed *Operation Buildup*—is in progress during May and June stressing local marketing, advertising, sales promotion and public relations.

The 12 markets are Albuquerque, New Mexico; Fargo, North Dakota; Flint, Michigan; Galesburg, Illinois; Jackson, Mississippi; Ogden, Utah; Omaha, Nebraska; Newport News, Virginia; Salinas, California; Spokane, Washington; Tucson, Arizona; and Utica, New York.

The program, a joint effort of Amtrak's marketing, public affairs and operating departments, is testing how effective locally-managed advertising and promotion is in attracting more riders and increasing revenue.

*Operation Buildup* stems from a local effort originally pursued in Little Rock, Arkansas, by Randall Cookus, lead ticket clerk. In cooperation with the Arkansas Association of Railroad Passengers, Cookus embarked on a program to increase revenues at his station.

AARP ran ads in local newspapers describing the service provided Little Rock by Amtrak. For his part, Cookus appeared on talk shows and made personal appearances promoting Amtrak service.

He also rented an Answerphone for his station. Since both north and southbound *Inter-Americans* serve Little Rock at night, there was no one to answer the phones during the day. The recording thanked potential passengers for calling, told them the train times and asked that they call back when a ticket clerk was on duty.

AARP and Cookus also organized two group tours—under the name of *Hogtrain*—to two University of Arkansas football games in Texas last fall.

News of the Arkansas effort filtered to Amtrak's corporate headquarters and Cookus was invited to come and explain his ideas. Out of

the meetings evolved the two-month program now in progress.

Assigned to finalize the details of the national test program were Dick Jennison, marketing department; Bill Tucci, operating department; Jim Bryant, public affairs; and Cookus. After several meetings, the quartet came up with the specifics.

Television advertising was discarded, for example, because it was too expensive and didn't localize enough. Billboards and magazines had too long a lead time to be produced during the specified time period.

The group finally decided to concentrate its limited funds on newspaper ads and spot radio commercials. To that end, Amtrak's advertising agency produced small ad "slicks" and audio tapes that could be enhanced with additional locally-produced material.

Tucci, Bryant and Cookus then each traveled to four of the cities to personally meet with station personnel and explain the program details. In each case, the station or district supervisor attended and all contributed their own ideas to the program.

Bryant reported that station personnel received the program "enthusiastically."

Said he, "We've been hearing a lot over the years from people in the field that they'd like to see more local advertising. Well, this is a good chance for them to prove that local promotion will work.

"This is not a headquarters program by any means. We, on the committee, may provide the guidance but the major decisions on where to spend the money and what else to do is being made strictly on a local basis."

The program as finalized consists of five segments. These are:

- Advertising: A budget of \$1,000 was provided each test city for the two-month period. How much to

spend on which medium is left in the hands of local personnel.

- Public Affairs: Samples of news releases were left at all stations. Suggestions were made on how local personnel could deal with the media and guidelines were given regarding subjects they could discuss. Personnel were encouraged to call the media when newsworthy events occurred concerning their stations.

- Answerphone: Each station received an Answerphone. Now, regardless of time of day, each caller will receive an answer, either a live person or a message.

- Additional Sales Promotion: Several ideas were presented each station on how to bring Amtrak service before the public. Promotional material was furnished all 12 stations.

- Records: To judge the effectiveness of the two-month effort, station personnel were asked to keep detailed records.

A handbook, explaining how to operate within all five of the areas, was provided each station employee.

Cities picked for the test program were basically small or middle-sized. Cities in the populous Northeast Corridor and Florida were purposely avoided because these areas are already being promoted.

Key factor of the entire effort will be the ultimate customer response. Statistics from this year will be compared to the same two-month periods of the past two years. A decision will then be made regarding the effectiveness of the test and whether or not the program should be expanded.

### Camping Anyone?

Employees who are campers and might be interested in camping out with the Indiana chapter of Hoosier Railroaders should contact Joe Caserotti, Indianapolis, 317-787-6556, or Pat Bartley, FTS 331-5178.



# Amtrak Begins Company-Wide Energy Conservation Program

Amtrak's fuel and energy costs topped \$50 million last year and diesel fuel—to operate the many trains—represented \$34.6 million of that.

Average price for diesel fuel last year was less than 40¢ per gallon. However, during the past six months, fuel prices have skyrocketed at an alarming rate. At present, for example, Amtrak is paying as much as 96¢ per gallon at one location, with future prices and product availability a very big and unanswered question.

"Our energy picture is not good," comments Gene Inglett, Amtrak's corporate fuel officer. "Our need to conserve fuel and energy has never been greater. Estimates are that we, as individuals and as a company, could save 10 to 15 per cent of the energy we are using today if we only made the effort."

Inglett was recently named to the corporate fuel officer's post, a new position for the company.

To help realize energy savings, Amtrak is implementing a company-wide energy conservation effort. Inglett notes, "This program seeks to find better ways and innovative means to reduce waste and to conserve energy without sacrificing quality in our operation."

The program is centered around a corporate energy committee, chaired by Inglett and composed of representatives of the engineering, mechanical, operating, operations support and public affairs departments.

The committee will decide policy and carry out decisions in energy conservation matters.

To help the headquarters committee, similar field committees have also been organized on the various divisions. Although the program is still in the preliminary stages of development, such field committees have already been organized on the Boston, Empire, Southern and New York divisions. Inglett hopes to have the committees ready on the other divi-

sion in the very near future.

Operating much like Amtrak's safety committees, the field operations are headed by division and/or shop managers and include a mixture of labor and management personnel to insure representation of the various facilities and crafts within the territory.

Each is responsible for implementation of conservation programs that are designed to eliminate waste and improve fuel efficiency. Members are encouraged to use their initiative in developing the energy-saving methods.

The committees, however, are not the major component of Amtrak's energy-conservation mission.

"That key ingredient," says Inglett, "is participation by every individual employee."

"This is not a one-man operation. We need the support and help of every employee at Amtrak. We must adopt an energy-conscious attitude."

To develop that attitude, the program will include an employee awareness and educational campaign. For those persons who deal directly with large-volume energy use, this means specialized training in conservation methods. Pamphlets, posters, bulletin board notices and other devices will be used to attract all employees' attention.

Individuals who supply energy-saving ideas to the corporate committee will receive a certificate of recognition. At the end of the year, all of the suggestions will be judged and three winners picked. The three will visit the company headquarters in Washington, have a celebration lunch and be presented their prizes—\$100 U.S. Savings Bond for first place, \$50 ones for second and third.

One of the field committees will also be rewarded for exceptional accomplishment. The winning committee's members will be treated to lunch or dinner at their location and receive

a permanent plaque and a rotating trophy.

Some things all employees can do to help include:

- During air conditioning season, keep thermostats set at 75 degrees F.
- During heating season, keep thermostats set at 65 degrees F.
- Turn off all unneeded lights, especially outdoor ones. If you leave a room for ten minutes or more, turn off the lights.
- Keep doors closed during heating season and close off unused rooms and other space.
- Plan auto trips to eliminate as many miles and engine hours as possible.
- Maintain equipment in as near like-new condition as possible.
- Don't allow automobiles to idle for long periods of time.

Inglett notes, "The success of our program is related directly to the support and participation of every employee."

## Where Does It Go?

Amtrak purchases some fuel directly while also getting it from the various railroads it operates over.

In purchasing fuel directly, Amtrak uses 39 vendors at 33 locations. Amtrak buys over 127,000 gallons a day from these direct purchases for a total of slightly over 46.6 million gallons a year. At an average price of 39.5 cents a gallon, this portion of Amtrak's fuel bill added up to nearly \$18.4 million in 1978.

The railroads supply fuel to Amtrak at 53 locations at an average rate of nearly 118,000 gallons a day. This totals nearly 43 million gallons at an average of about 38 cents a gallon for an annual total of just over \$16.2 million.

In addition, Amtrak paid approximately \$13.7 million during 1978 for power on its electrified lines.



# Top On Board Services Employees Receive Their Plaques, Vacations

Amtrak's top on-board services employees for 1978—Linda Duffany and Edward Franz—traveled to Washington on Friday, April 27, to accept their trophies and awards and have lunch with Amtrak President Alan S. Boyd.

Duffany was picked as top employee in Category I, employees who have direct contact with the public. Franz was chosen in Category II, employees who do not have such direct contact.

Duffany, of Boston, is a sleeping car attendant on the *Lake Shore Limited*, while Franz, who works out of St. Paul, is second cook on the *Empire Builder* and *North Coast Hiawatha*.

During their day in Washington, the pair was first introduced to the entire on-board services department, then had lunch with Boyd; Bob Herman, vice president, operations; C.L. "Lew" Jackson, manager, crew scheduling; and Larry Maxwell, chief, on-board services.

In addition to the plaques, the pair received six-day vacations for two at

a location of their choice. Duffany picked New Orleans, while Franz spent all of his time in Washington. Although he has ridden trains out of Minneapolis-St. Paul since 1950, he had never been east before.

Duffany began her Amtrak career in March 1975 as a snack bar assistant on the Boston-Washington run. Persistence paid off in her case. She had applied for a job with Amtrak the previous June and kept calling every two weeks to see if there was an opening until she was finally hired.

After working in various food service jobs, she became a coach attendant when the *Lake Shore Limited* went into operation. The following July she became a sleeping car attendant and has worked that job on that train ever since.

Her philosophy? Simple! "I like to give my passengers the personal service they are paying for. That kind of service seems to be a lost art in some quarters but people riding in first class should be treated well."

She also notes, "Everyone on my car is considered a V.I.P. I don't look at them as a potential tip, but treat them the way I'd like to be treated."

Shortly after her visit to Washington, Duffany found out exactly how she would be treated. She and her mother rode the *Crescent* to and from New Orleans to use her vacation.

Franz began his railroad career right out of high school as a cook on the Great Northern railroad. When Amtrak took over, he joined the company.

He does have a family railroading background. His brother had begun work as a GN cook two years earlier and lured him to his career with stories of the pleasures of rail travel. His father had worked on the railroad during the 1930s and an uncle had 50 years of service with the GN, ending as shop superintendent in St. Paul.

Franz's main considerations are cleanliness and hot food. He makes sure all his dishes and utensils are

clean before he goes to bed and he even scrubs down the galley floor.

"I just don't like to come in to a pile of dirty dishes in the morning."

He also tries to get his food to the passengers as hot as possible. "If the waiter doesn't come and get it fast enough, back it goes to the steam table," he says.

Another Franz specialty is dressing up his plates. "I use a lot of parsley, carrot curls, radish rosettes and tomatoes," he says.

H. Rex Holland, assistant vice president, on-board services, was ill and did not attend the lunch or meet with the two attendants. However, Duffany once did have Holland as a passenger in her car. "And I didn't even know who he was," she said.

She must have done the job right. Holland remembered her well. "She does a great job," he notes. "I wish all of our on-board services personnel had such dedication to give consistent good service that people can depend on."

## Stop Pass Sales

Sales of the U.S.A. Rail Pass have been suspended as of June 4 because of the unavailability of space on Amtrak's major transcontinental trains west of Chicago.

The suspension applies to both domestic and overseas sales.

As many as 100 U.S.A. Rail Pass passengers a day have been unable to continue trips on trains of their choice because of the 100 per cent sell-out of such long-distance, all-reserved trains like the *San Francisco Zephyr* and the *Southwest Limited*.

Special procedures have been set up to give pass holders priority for available space.

Said Al Michaud, vice president, marketing, "The suspension will last until we have more assurance that a buyer of the pass can find space available."



Edward Franz and Linda Duffany display their victory plaques.



# New Contest Begins, First Quarter Winners Named

Winners for the first quarter of the 1979 on board services "Employee of the Year" contest are:

## Category I

**East:** Linda Duffany, Boston.

**Central:** An 11-person tie. Winners are Isadore Arthur, Alfred Cole, W.C. Jenkins, Richard Morris, William Newton, Ervin Ross, William Sewell, Willie Wallace, Robert Ward and Deno Zarlenga, all of Chicago, and Lawrence Harper, New Orleans.

**West:** Lawrence Solomon, Oakland.

## Category II

**East:** John McLurkin, Washington.

**Central:** Anthony Thomas, New Orleans.

**West:** A tie between Thomas McCall, Jr., and Cornelius McDowell, both of Oakland.

Category I employees are those who serve the public directly such as car attendants and waiters and are "elected" by the number of complimentary letters received by Amtrak. Category II employees do not deal directly with the public, such as chefs, food specialists or pantrymen, and are picked by stewards and other personnel in charge of dining cars.

All of the quarterly winners will receive dinners for two in a quality restaurant in their home city. Fifty-eight runners-up, in both categories, will receive letters of commendation which will be inserted in their permanent personnel records.

## March Winners

Winners for the month of March in Category I include:

**Chicago:** Richard Morris.

**New York:** Myron Darby.

**Washington:** Ulysses Washington.

**Boston:** Seven-person tie between Robert Drake, Linda Duffany, Richard Gerrish, Raymond Kindred, Patricia Platt, Katherine Quinlan and

Catherine Skinner.

**Miami:** Two-way tie between Eric Denoun and Booker McKenzie.

**Jacksonville:** Selvin Holmes.

**New Orleans:** Two-way tie between Lawrence Harper and Donald Roberts.

**Los Angeles:** Two-way tie between Joseph Broussard and Raymond Holman.

**Oakland:** Three-way tie between Ulysses Harper, Wonda House and Colle Shipman.

## Category II

March Category II winners are:

**Miami:** George Anderson.

**Jacksonville:** Johnny Smith.

**Washington:** John McLurkin.

**New York:** Steven Brown.

**Chicago:** Jimmie Nixon.

**St. Paul:** Three-way tie between Anthony Graziano, Lee Kalisch and Parland Nienhaus.

**New Orleans:** Anthony Thomas.

**Los Angeles:** Charles Brooks.

**Oakland:** Thomas McCall, Jr.

## Savings Bond Campaign Opens

Amtrak employees again have the chance to participate in the company's annual U.S. Savings Bond campaign and to sign up for a painless method of saving some money for their future.

Through Amtrak's payroll savings plan, an employee can have money deducted automatically from his or her paycheck for purchasing bonds. When enough money has been accumulated for a bond—denomination and amount withdrawn set by the employee—it will be issued and mailed directly to the employee's home.

Chief advantage of a payroll savings plan is the systematic savings program the employee creates for himself. He or she sets the money aside before it can be spent.

Interest on Series E bonds has just been upped to 6.5 per cent when the bond is held to maturity. Interest is exempt from all state and local income and personal property taxes. Federal income tax does apply but can be deferred until the bond is either cashed in or reaches final maturity.

Bonds are available in several denominations beginning at \$25. A new \$50 minimum Series EE bond, which has been mentioned in various media, will not begin until next year.

U.S. Savings Bonds are one of the



safest investments available because they are guaranteed by the federal government. They also can be replaced free of charge if lost, stolen, damaged or destroyed.

Investing in U.S. Savings Bonds provides Amtrak employees with a chance to build a nest egg for planned purchases and future expenses.

## AMTRAK NEWS

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## Magic Kingdom, Fun Seekers Clubs Offer Employee Vacation Discounts

With the summer vacation travel season just beginning, Amtrak employees are reminded that they can join two clubs—Walt Disney's Magic Kingdom Club and Six Flags Over Mid-America's Fun Seekers Club—to receive special discounts while they are traveling.

The Magic Kingdom Club offers reduced admissions to either Disneyland, in California, or to Walt Disney World, in Florida. Besides those benefits, members of the club are eligible for discounts at Howard Johnson motor lodges, reduced admission at Florida's Cypress Gardens and reduced rates for golfing and tennis at the Florida facility.

The Fun Seekers Club offers members reduced admissions at Six Flags Over Mid-America, near St. Louis, as well as at Six Flags Over Georgia, near Atlanta, and Six Flags Over Texas, at Arlington, midway between Fort Worth and Dallas.

Reduced admissions are also available at Great Adventure, at Jackson, New Jersey; Astroworld, at Houston; the movieland Wax Muse-

um, at Buena Park; and Stars Hall of Fame, the world's largest wax museum, at Orlando.

There is no charge to join either club. Details on membership are available from Angie Moss, personnel department, Washington, FTS 657-2272.

## Fontainebleau's Special Amtrak Package

Amtrak employees can now take advantage of the Miami Fontainebleau Hilton's "Once in a Lifetime" package.

The program offers employees a luxury stay at incredible savings.

For \$36 per person, double occupancy, Amtrak employees will receive:

- Two nights accommodations, including tax.
- Full American breakfast each morning, including tax and gratuity.
- Complimentary basket of fruit.
- Free parking.
- Discount coupon book for area

attractions.

The program is valid during this coming July, August and September. Additional nights are available at \$18 per person, double occupancy.

Children are permitted in the same room at no extra charge. Breakfast, however, can be purchased individually at the hotel.

For reservations, employees need only call their local Hilton reservations office, identify themselves and request the "Amtrak Once in a Lifetime Package" for the Fontainebleau.

Transportation to and from Miami is the employee's own responsibility.



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