

HeritageRail Alliance Fall Conference
Great Northern Rails
Minneapolis - October 3 – 7
Hosted by Minnesota Streetcar Museum

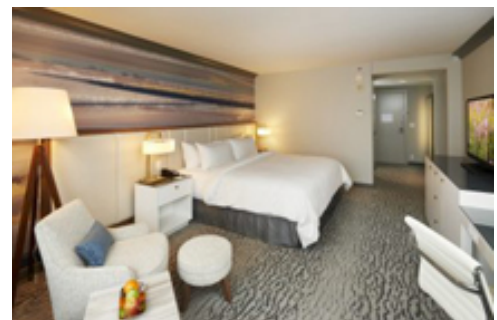
Early October is a great time to visit Minneapolis. Skies are generally clear with average temperatures near 60 and our famous fall foliage colors reach their peak.



The Minneapolis/St. Paul International Airport “may be the cheeriest and most welcoming airport in the nation” according to *Travel + Leisure* readers. They voted it the best in the U.S. And without leaving the terminal you can board the light rail Blue Line for the quick trip downtown. There’s no need to rent a car.



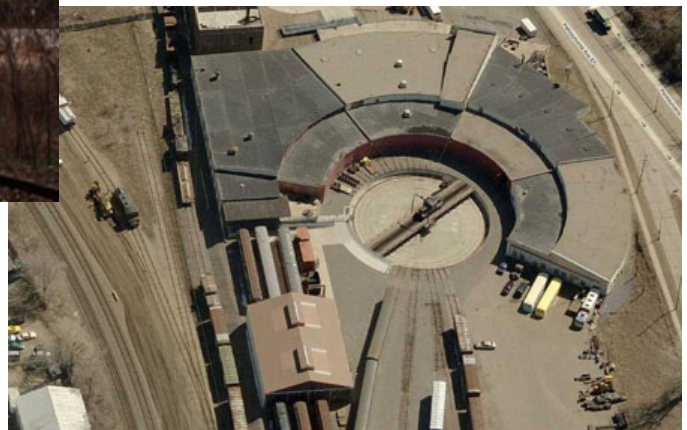
The Lowes Hotel, our Conference headquarters, was named the top hotel in Minnesota by *U.S. News and World Report*. Located in the heart of the city, the Lowes provides luxury, convenience and comfort.



Minnesota has a rich and varied rail history. One of the world's great streetcar systems, Twin City Lines, was built here. So, too, was one of the world's best railroads, The Great Northern Railway.



Great Northern Rails celebrates Minnesota's rail heritage. You'll visit some of Minnesota's most interesting historical sites and experience some of the area's outstanding rail museums and tourist railroads. You'll have an opportunity to operate the beautifully restored and maintained streetcars of the Minnesota Streetcar Museum, including Winona 10, which recently completed its 15-year restoration. You can learn more at TrolleyRide.org.



As James J. Hill crossed the continent he also created a brand – “The Empire Builder.” So *Great Northern Rails* focuses on the practice of brand building with half of the conference seminars devoted to this topic. Industry experts as well as men and women from the fields of advertising, public relations and social media will share their expertise in defining, creating, building, polishing, promoting and protecting your brand.

Great Northern Rails Schedule

Tuesday, October 3

Early arrivers pre-conference tour of local rail attractions including a round-trip on the Northstar Commuter Rail.

Wednesday, October 4

Pre-conference trip to Duluth Lake Superior RR Museum and a trip on the North Shore Scenic Railroad. Or ride the Green Line and Be a guest operator at Como-Harriet Streetcar Line. Evening Welcome Reception.



Thursday, October 5

Morning seminars followed by a trip to Wisconsin for a ride on the Osceola & St. Croix Valley Railway. Evening Cocktail Party and Late Night Movie.



Friday, October 6

Morning seminars followed by a trip to Excelsior, Minnesota for a ride on the Minnehaha Streetcar steam boat and a visit to the Excelsior Streetcar Line. Evening hors d'oeuvres and Late Night Show and Tell.

Saturday, October 7

Trip to the Como-Harriet Streetcar Line, Jackson Street Roundhouse, St. Paul Union Depot and the Milwaukee 261 shops. Evening Cocktail Party, Banquet and Late Night Movie & Wrap Party.

Great Northern Rails, Brand Building. Plan now to attend. Registration begins soon.