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2/2/2024

Members of the Surface Transportation Board
Attn: Docket No. EP 774 (Sub-No. 1)
395 E Street, SW
Washington, DC 20423-0001

Re: Passenger Rail Advisory Committee Nomination for Patty Long

On behalf of the Board of Directors of the Railway Supply Institute ("RSI"), I am nominating RSI President, Patty Long, to serve as a an at-large representative of the Surface Transportation Board's ("STB" or the "Board") Passenger Rail Advisory Committee ("PRAC"), as she is uniquely qualified to speak to the diverse interests of the entire rail supply industry for both passenger and freight rail.

The rail industry – both passenger and freight – is a vital economic driver impacting the daily lives of Americans and supporting some of the largest industries in the United States. Railway suppliers are the lifeblood of that industry accounting for billions of dollars a year in capital investments and maintenance related to locomotives, railcars, signaling and communications, tracks, and other infrastructure and equipment. The rail supply industry alone supports over 239,000 direct jobs in 50 states and accounts for \$75.8 billion in U.S. GDP.¹ As the Board evaluates passenger rail transportation issues, it is necessary to understand and account for the interests of stakeholders across the entire rail system, including the supply sector which does not have a designated representative seat on the PRAC.

In Ms. Long's role as RSI President, she is familiar with the full supply chain for the railroad system—manufacturers, distributors, and service providers to the passenger rail, freight car, locomotive, maintenance-of-way, communications, signaling, and equipment leasing industries. She understands the interests of the suppliers to North American passenger and freight railroads, who provide a variety of products and services that are critical to the safe, sustainable, and efficient movement of people and products across the rail system. And she is adept at navigating the challenges faced by the rail industry.

¹ Oxford Economics (2023). "Rail Supply Industry: Manufacturing and Services Keeping the American Economy on Track".

As RSI President, Ms. Long has been engaged in the development of critical policies impacting passenger and freight rail and demonstrated her thought leadership not only in the rail supply industry, but also in promoting and supporting the broader rail operations, employment and manufacturing communities. Ms. Long's experience enables her to effectively represent the perspective of stakeholders engaged in the design and manufacture of passenger rail equipment and infrastructure. She collaborates closely with officials at the DOT, FRA, PHMSA, STB, as well as on the Hill, and with leadership at industry associations including the American Public Transit Association (APTA), American Association of Railroads (AAR) and the American Short Line and Regional Railroad Association (ASLRRA).

In addition to her experience with RSI, Ms. Long brings a broad and extensive background, having held senior positions at the National Association of Manufacturers, the National Asphalt Pavement Association, and the Plastics Industry Association prior to coming to the rail industry. Her resume is attached for consideration. In those roles, Ms. Long developed a reputation as a consensus builder working across political aisles, diverse supply chains, and labor/management circles. She is widely recognized as a passionate advocate for sustainability partnering with key consumer organizations to develop legislative, regulatory, and market-based solutions.

Ms. Long would bring a diverse perspective to the STB PRAC, supporting the Board's desire to assemble a committee that will balance the interests of all stakeholders and enhance the Board's oversight of passenger rail issues. Ms. Long's resume along with her statement of representation are included as attachments to this letter. Thank you for your consideration.

Sincerely,



Jeff Lytle,
President, CIT Rail
Chair, RSI Board of Directors on behalf of:

Vice Chair: Robert Oesch, VP Global Marketing & Customer Service, Amsted Rail
Secretary: Peter G. Thomas, Corporate VP & Chief Strategy Officer, Wabtec Corporation
Treasurer: Greg Dalpe, SVP Sales & Marketing, New York Air Brake
Immediate Past Chair: Scott Mautino, Executive Vice President, McConway & Torley

Directors:
Marc Buncher, President and CEO NA, Siemens Mobility
John Cohen, Vice President, Public Affairs, Alstom
Kevin Cook, President, Modern Rail Capital

Jeremy Erickson, COO, Messiah Locomotive Services LLC
Adam Lent, AVP Supply Chain, TTX
Justin Roberts, VP, Corporate Finance & Treasurer, The Greenbrier Companies
Kate Suprenuk, President of Leasing, Union Tank Car Company
Paul Titterton, Rail North America, GATX Corp.
Jack Todd, Vice President, Public Affairs, Trinity Industries.

Attachments: Patty Long resume
Patty Long Statement of Candidacy



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395 E Street, SW
Washington, DC 20423-0001

Re: Passenger Rail Advisory Committee Statement of Candidacy

Please accept this formal statement of candidacy to serve as a an at-large representative of the Surface Transportation Board's Passenger Rail Advisory Committee ("PRAC"). If my nomination is accepted, I agree to serve as a member of the Passenger Rail Advisory Committee and agree to serve in a representative capacity.

Thank you for your thoughtful consideration.

Sincerely,

Patricia D. Long
President
Railway Supply Institute
(202) 367-2427 (office phone)
plong@rsiweb.org

Patricia Davitt Long

<https://www.linkedin.com/in/pattylong/>

Dynamic leader with over 25 years of progressive experience and a record of entrepreneurship, vision and financial savvy. Proven ability to lead strategic initiatives, expand memberships, grow revenues, and foster a collaborative environment of operational excellence.

AREAS OF EXPERTISE:

- | | |
|--|----------------------------------|
| ✓ Federal/State Issues Advocacy | ✓ Budget & Fiscal Management |
| ✓ Vision/Creative Problem Solving | ✓ Dues / Non-Dues Revenue Growth |
| ✓ 501 (c) (3) (6) Governance | ✓ Staff Development/Retention |
| ✓ Coalition Building – U.S. & Int'l | ✓ Standards and Certification |
| ✓ In-depth Understanding of Global Sustainable Development Goals | ✓ Certifications |

CAREER EXPERIENCE:

Railway Supply Institute (RSI)

President

Nov 2021-Present

- Chief executive for \$3.9 million Railway Supply Institute – the largest and only trade association representing the full supply chain for the railroad system. RSI members include locomotive, freight and passenger railcar manufactures; railcar owners and lessors; systems and component suppliers; measurement and maintenance systems; and rail communications and signaling suppliers.
- Grew revenues by 23% during the first 18 months of leadership; led board through 3-year strategic planning process; created new governance structure and approval process for advocacy and technical committees and created new Memorandums of Understanding with key trade show partners as well as Canadian and European rail trade associations.
- Secured board approval for association brand awareness campaign and began phase I of implementation.
- Expanded membership offerings to include monthly educational webinar series as well as new technical and c-suite programming as part of annual trade show.

PDL Strategies

Principal

May 2020-Nov 2021

- Provided strategic consulting on association marketplace positioning, corporate social responsibility, zero waste and sustainable manufacturing and consumer brand management.

Plastics Industry Association - formerly Society of the Plastics Industry

Jan 2011-Jan 2020

Chief Operating Officer

Sept 2018-Jan 2020

- Led operations for \$39.4 million organization with staff of 54 employees during a period of dramatic change for both the association and the plastics industry.
- Grew revenues and expanded industry initiatives including the creation of a \$10 million consumer outreach campaign and bi-partisan federal recycling legislation.
- Supervised employee engagement initiative resulting in Association being named 2018 and 2019 Best Manufacturing Association by the NAM's Council of Manufacturing Association.

Interim President & CEO

Dec 2018–Sept 2019

- Ran all operations of the organization for nine months following the death of the Chief Executive

Officer including financial management and oversight of \$21 million triennial industry trade show.

- Interacted daily with the Executive Committee, Board of Directors, and internal Executive Leadership Team.
- Oversaw successful dues restructuring effort that resulted in annual revenue growth of 17 percent.
- Led efforts on strategic communications -- national and international -- to enhance the industry's image including public outreach and representation on TV, radio, newspaper and magazine interviews.

Executive Vice President:

Dec 2015-Sept 2018

- Aligned industry programs and recycling efforts with government/regulatory affairs to reposition the organization as a solutions-provider in the increasingly public debate around plastic waste.
- Developed new market opportunities for members through pilot programs related to automotive and flexible film recycled materials.
- Served as key association liaison speaking frequently (25-30 presentations per year) on behalf of PLASTICS to audiences both global and domestic.

Senior Vice President, Industry Affairs

Dec 2014-Dec 2015

- Developed key recycling and sustainability initiative working closely with membership and Board of Directors to establish a new identify and revenue stream for the organization.
- Expanded outreach to association's advocacy base and developed new external partnerships with over three dozen associations and organizations.
- Created new publication series focused on political, economic, technological and demographic factors impacting the four largest end markets for the plastics industry.

Vice President, Industry Affairs

Dec 2013-Dec 2014

- Initiated the creation of new stand-alone Industry Affairs Division within the organization incorporating a new brand owner council to complete the full supply chain for plastics.
- Produced 15 -20 events per year expanding engagement of Material Suppliers, Equipment Manufacturers, Processors and Brand Owners.
- Created cohesive team of 7 from diverse business units and leveraged \$2.5 million budget focused on association governance, industry programming, and meeting management.

Director, Industry Affairs

Jan 2011-Dec 2013

- Revamped the Processor Council creating newly established end-market committees on packaging, flexible films, medical devices and transportation.
- Created new program to improve medical packaging compliance communication throughout the full supply chain.
- Tripled attendance and generated over \$20K in profit for the Flexible Film and Bag Committee annual conference.

Adjunct Professor, Georgetown University School of Continuing Studies

Jan 2010-Jan 2019

- Taught *Ethics in Communications* to graduate students in the Masters' Program for Public Relations and Corporate Communications.

National Asphalt Pavement Association

June 2009-Jan 2011

Director of Communications and Member of Executive Management Team

- Directed communications and marketing for \$10 million trade association managing all aspects of the flagship magazine, digital e-newsletter and social media program. Increased newsletter open rates by 50 percent.
- Established new social media and advocacy plans, integrated cross-promotion of revenue-producing publications and commercial content advertising.
- Partnered with engineering staff to develop key research publications, presentations, articles, and speeches and represented NAPA at trade association meetings and to other external organizations via speeches and presentations.

The National Association of Manufacturers

Jan 1990-June 2008

Vice President, Policy Research and Member Communications

June 2005-June 2008

- Responsible for research and statistical analysis of policy positions for \$60 million trade association. Managed NAM Chief Economist; oversaw economic surveys and related media activities; and developed searchable *policy-fact database* to arm all NAM lobbyists with facts, graphics and anecdotes.
- Oversaw key vote process and later assumed responsibility for all member communications, including newsletters and magazines – electronic and print.
- Developed and published NAM agenda; created new white-paper (*Solutions*) and advocacy series; revamped Association's policy webpage; and developed a branded series (ManuFACTS) of advocacy tools highlighting the impacts of legislation on states and congressional districts.
- Initiated comprehensive overhaul of policy-making process; established new constitutional procedures and reviewed over one-hundred years of established policy. Oversaw review process to ensure that positions were updated and most reflective of a broad cross-section of the leaders of the manufacturing community.

Divisional Assistant Vice President for Advocacy

Jan 2003-June 2005

- Responsible for integration of the association's Policy, Communications and Public Affairs programs and advocacy activities inside and outside of Washington.
- Developed and implemented new Wash Rep program designed to more fully engage over 800 corporate D.C. representatives of member companies.

Assistant Vice President, Public Affairs

Jan 1995-Jan 2003

- Helped develop new member/employee involvement strategy, creating new "outside-the-beltway" capacity and identity for the Association.
- Led public affairs campaigns coordinating grassroots and Washington-based lobbying on over 20 major issues including, health care reform, product liability, trade negotiations and energy.

Director, Fiscal and Monetary Policy

Jan 1990-Jan 1995

- Oversaw 300 member fiscal and monetary policy committee responsible for tax and budget issues. Chaired legislative committee of the leading budget coalition during the budget negotiations of 1990 and 1993.

President Reagan's Commission on Aviation Safety*

June 1988-Dec 1989

Director of Media Relations (1988-1990)

- Responsible for media relations for the Commission including the publication of its final report which received coverage by the *Washington Post*, *The Wall Street Journal* and all of the major networks.

Farley Industries, Director of Public Policy

Sept 1986-Jan 1990

- Assisted in media and lobbying activities for the Washington office of \$4.5 billion Fortune 500 manufacturing firm that included Fruit of the Loom and West-Point Pepperell.

EDUCATION:

Graduate, Frostburg State University, BS in Business Administration

VOLUNTEER ACTIVITIES/OTHER INTERESTS:

Member, Board of Trustees, Academy of the Holy Cross, Kensington, MD

Vice Chairman, Future of Plastics Foundation (2015-2020)

Board Member, Society of Plastics Engineers Foundation (2016-2020)

Personal - Married; Mother of four daughters.

*concurrent with role at Farley Industries.