

1st MONDAY 3rd MONDAY

October 5, 1981

Prepared for employees by the
Milwaukee Road's Corporate Relations Department
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To All Milwaukee Road Employees:

As those in Chicago Union Station are aware, the first of the Employee Open House Meetings planned this month to discuss the Revised Reorganization Plan was held October 1 at the Midland Hotel. It was well attended and produced some thought provoking questions. That's what these sessions are designed for.

For the balance of the month Employee Open House Meetings are scheduled for 7:30 p.m. (except as noted) at the following locations:

October 5 Milwaukee	Ramada Inn, 6th & Michigan, Menomonee and Chippewa Rooms
October 6 Milwaukee Green Bay	9 a.m., Milwaukee Depot Downtowner, North Nicolet Room
October 7 Wausau	Midway Motor Lodge, Lucerne Room
October 8 Portage	Milwaukee Road Womens Club (Club Rooms behind Depot)
October 9 Chicago	Venice Banquet Hall, 5636 W. Fullerton Avenue
October 12 Minneapolis	Curtis Hotel, 10th Street & 3rd Avenue South
October 13 Minneapolis Montevideo	9 a.m., Minneapolis Depot Hotel Hunt, 207 North First Street, Plantation Room
October 14 Mason City	Sheraton Hotel, Highway 18 West
October 15 Dubuque	Midway Motor Lodge, 3100 Dodge
October 19 Chicago	10:30 a.m., Chicago Union Station, Room 107-A
October 20 Terre Haute	Sheraton Inn, 555 South Third
October 21 Kansas City	Holiday Inn, Jct. I-435 & Parvin Road

October 22
Ottumwa Holiday Inn, 206 Church Street

October 23
Davenport Ramada Inn, Brady Street (includes the Clinton
 & Muscatine area)

October 26
Savanna Elliott Church Hall, 346 Chicago Avenue

In addition to the officers who will present the program and attempt to answer all questions, a member of Corporate Relations will attend the meetings in an effort to develop a question/answer scenario to be shared with all in a forthcoming FM/TM.

My proposed travel itinerary for the next ten weeks will permit me to talk to our customers about our reorganization plan and attempt to enlist their aid and support not only of present business efforts, but possibly upcoming hearings that will be held by the Interstate Commerce Commission and by the Reorganization Court. This will be an excellent opportunity to talk gateways, route structure, service, equipment and other matters of interest with our shippers. But more particularly with the high level of customer interest that "Milwaukee II" has had over the last year and one-half, I would hope it will be a major occasion to enlist their active support in the implementation of the reorganization plan.

As further indication of our changing profile, we have modified our operating direction of travel from the traditional "east - west" to "north - south". This was accomplished October 1. Generally, "odd" numbers will symbolize trains moving from Kansas City to Bensenville, and from Louisville - Bensenville - St. Paul - Duluth, with "even" numbers applying on the opposite movements. For the present, the territory between Chicago and Savanna, between Marquette and Sheldon, and between Austin and Jackson remains "east - west".

With the freedom given railroads under the Staggers Act, the Milwaukee Road marketing department has aggressively pursued opportunities to attract new business to our restructured system.

Not only have we vigorously sought intermodal traffic in a deregulated environment, we have been in the forefront in negotiating contract tariffs with shippers of a wide range of commodities. At present, we have over 50 contracts in place which are producing new freight revenues. The nature of the contracts is as varied as the products handled. Generally, however, a shipper is committed to a certain percentage or a prescribed minimum amount of traffic. Some contracts incorporate train service and equipment supply guarantees on the part of the railroad. Successful negotiation of additional contracts remains a top priority of our marketing section to assure continued participation in certain business segments.



W. L. Smith
President