

CN Diversity Leadership Council's second annual luncheon in Memphis recognizes inspiring people and events

John Day helps CN develop a radio-based emergency alert system

CN website gets a modern makeover

Gordon Yard employees take on disposal challenge

Snowshoeing for a good cause

## CN SPOTLIGHT

March 13, 2013



"Hearing our guest speakers was truly a heartwarming experience. Our U.S. Diversity Leadership Council did us extremely proud."

**Allan Rothwell**

*From left to right:*

**Brian Harris**, Manager Rules and Operating Practices Memphis TN (DLC member);

**James Jackson**, Trainmaster, Gary IN (DLC member);

**Allan Rothwell**, Director Human Resources, Homewood IL;

**Stacey Lyons**, Chief Clerk, Memphis TN (DLC member);

**Ed Kostyshock**, Fleet Management Officer, Centralia IL (DLC member);

**Andrew Martin**, General Superintendent Transportation, Memphis TN

### CN Diversity Leadership Council's second annual luncheon in Memphis recognizes inspiring people and events

To celebrate Black History Month and share thoughts on the importance of diversity at CN, the U.S. branch of the CN Diversity Leadership Council (DLC) held its second annual luncheon on February 22nd at the renowned Crescent Club in Memphis, TN.

Formed in 2001 to promote diversity at CN, the Council meets quarterly and organizes several events each year.

Seventy attendees, including CN employees and retirees, union officials and civic leaders, heard stories of courage and conviction throughout the luncheon. General Superintendent **Andrew Martin**, who hosted the event, paid tribute to guest **Wilbur Stokes**, a longtime Locomotive Engineer and the first-ever African-American locomotive engineer employed on the former CB&Q. An interesting CN connection: Wilbur was hired by CN General Superintendent **John Klaus'** father.

As one of four Council members, **Stacey Lyons** played an integral role putting together this year's luncheon, along with DLC Chair **Corrine Kostyshyn**.

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*Clockwise:* Ray Nolan, Memphis business owner; Wilbur Stokes, Locomotive Engineer and his wife Ava.

General Superintendent **Andrew Martin** thanks Memphis Mayor A.C. Wharton, who was the keynote speaker at the CN DLC luncheon event.

"It was fun having some creative freedom," says Stacey, a Chief Payroll Clerk in Memphis who joined CN in 2011. Stacey's husband **Drummond** is a CN Conductor.

"I really enjoyed working with Corinne, Andy and Human Resources Director **Allan Rothwell**. Whenever I had an idea, they were so supportive, and wanted the event to be memorable so that people would enjoy themselves," says Stacey, who hit the ground running to find a terrific, high-profile keynote speaker: Memphis mayor A.C. Wharton.

"Mayor Wharton was effusive in his praise of CN for what he saw as a significant initiative in celebrating and talking about diversity, as well as the recognition of Black

History month," says Allan. "He also recognized the significant contribution of CN as an employer and major player in the Memphis economy."

Trainmaster and Council member **James Jackson**, a newly-hired CN employee, also spoke. William Gandy Jr., whose late grandmother Mary Alice Gandy gained national recognition in 2008 for casting her first vote at the tender age of 106 for Barack Obama, proved to be another highlight. William distributed copies of his children's book, 'Grandma's Big Vote' to attendees.

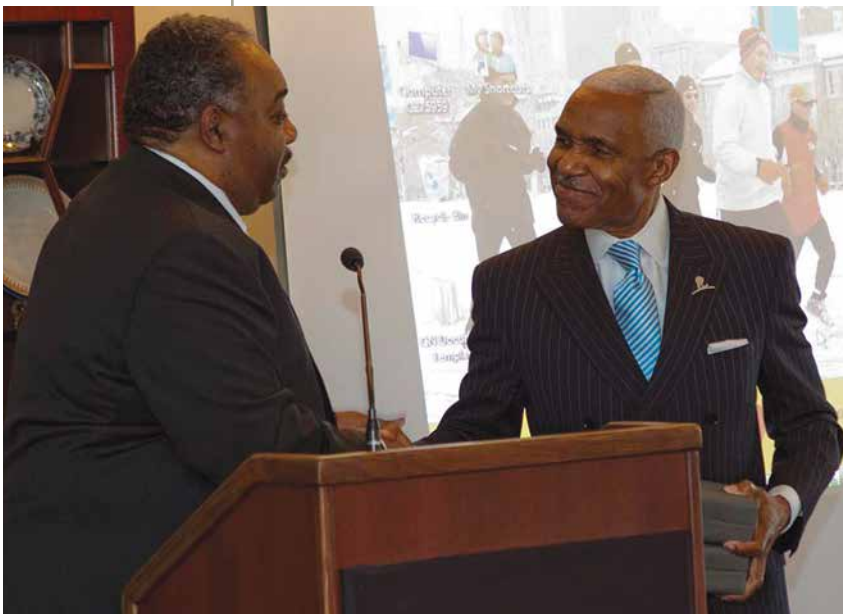
Track Foreman **Jerry Brooks II** and Record Writer **Tracy Bailey** were both delighted to have been chosen to participate.

"The speakers were great," says Jerry, who joined CN in 2006. Jerry's father **Jerry Brooks** is a Track Supervisor north of Memphis, and his brother **Joseph** is a Trainmaster in Memphis. "William Gandy's story about his grandmother voting for the first time was very touching, and this event was a nice way to celebrate Black History Month."

Tracy, who hired on at CN in 2005, took away some important messages from the event.

"The mayor made some excellent points about knowing what your duty of the hour is in order to accomplish great things," says Tracy, whose husband **Mario**

**Bailey** is a Track Inspector. "I also learned that diversity comes in all colors, and I think that opens the door for optimizing the business' success, and having harmony and patience in the workplace. With the combined efforts of everyone, it builds momentum for the growth of the company within."





## John Day helps CN develop a radio-based emergency alert system

**J**ohn Day is a natural problem solver.

When the U.S. Risk Mitigation Officer wanted to devise an emergency alert system for Kirk Yard, he had to find a solution that wouldn't be confused with the sirens of the nearby airport, the U.S. Steel Company and the town of Gary, Indiana.

"It occurred to me that most people in the yard carry a radio or work along somebody that does. That's where the idea started," says John, who joined CN six months ago.

He then approached Equipment Maintainer **Bill Hentig**, who reconfigured software for a new radio-based system that has now been successfully rolled out in the Kirk, Glen, Hawthorne, Joliet, Markham and Schiller Park Yards.

"When he approached me, we had to first test its feasibility and we were very happy with the results," says Bill.

Basically, each yard is now equipped with an Emergency Alert Tone feature which has been downloaded in its base station. When the feature is activated, a high/low tone is emitted for approximately four seconds.

"This is then broadcast to all portable radios in the yard and is intended to gain the attention of employees should an emergency occur," explains John.

"The alert tone is then followed by an emergency broadcast message made by the Yardmaster, Trainmaster or Mechanical Supervisor," he adds.

Emergencies could include: the release of an inhalation hazard from a tank car; major derailments; any incident requiring the stopping of work or movement of cars within the yard; or severe weather where the on-duty supervisor deems appropriate.

"The reaction so far to the system has been very positive. I'd like to give special thanks to General Manager **Kirk Carroll** for backing this project."

**John Day** (left) and **Bill Hentig** in front of the radio-based emergency alert system they devised for Kirk Yard.

**Agatha Teofilka**, with the new CN website. “A huge team effort went into ensuring the site tells the story of CN today and is something we can all be proud of.”



## CN website gets a modern makeover

**W**ith a sleek new look, relevant content and easier access for customers and employees, the new CN website, at [www.cn.ca](http://www.cn.ca), went live February 24.

The revamped site was the result of a year-long team effort by some 30 individuals from Marketing Innovation, IT, external vendors and groups from across the company.

“We wanted the new site to communicate CN’s strengths and brand story as well as the vision we bring to the market,” says Website Manager **Agatha Teofilka**, who was instrumental in coordinating the project. “We did our homework by analyzing statistics on use of our former website and by consulting customers and internal groups.”

Navigating the site is now easier for customers who have options to find information they need. The site features eye-catching photos, infographics and videos that tell the CN story. “It’s about having the right combination of utility and storytelling, and giving individuals the opportunity to access relevant information and learn on their own terms,” explains Agatha.

Employees will now find it easier to access the employee extranet from home. “The employee extranet can be accessed from the home page’s subsection entitled Employees, as well as from the Employee Extranet title that appears on the footer of every page.”

The front-end changes made to the website are enhanced by behind-the-scenes improvements. “The site is supported by a robust back-end system,” says Agatha. “Updates can be made more quickly and with autonomy. This is a key step in creating CN’s digital platform.”

She adds that work on the new website doesn’t stop here. “Phase 2 will bring mobile capabilities and marketing enhancements and gathering feedback to improve the site will be ongoing. Every day we will have the opportunity to make the site relevant to all of our stakeholders.”



EcoChampion **Luc Lavallée** (left), pictured here with **Mike Lee** (middle), from Crew Transportation, who collects cans and bottles for good causes, and **Danny Brine** (right), Yardmaster, who is very involved in recycling.

## Gordon Yard employees take on disposal challenge

Every day, thousands of CN employees carry coffee in to work from their favourite coffee shop. If not in a reusable cup – the most effective means of reducing waste – most will dispose of their paper cups in a recycling bin after they're done. But did you know that if those cups don't go into the proper bin, or contain coffee in them when they do, they could contaminate other recyclables and be rejected by local recycling facilities? Only materials with less than 5-10 per cent waste contamination should be recycled – so it's important to empty and/or rinse containers, including yoghurt cups, pop cans, fruit cups, drink boxes and more.

It was a learning experience for employees at Gordon Yard, Moncton, New Brunswick, who tackled the issue of waste contamination shortly after the launch of EcoConnexions there last year. Because reducing waste is a key pillar of the EcoConnexions program – along with conserving energy and improving housekeeping – committed EcoChampions **Luc Lavallée**, Assistant Trainmaster, and **Nicole Lurette**, Operations Officer, got the ball rolling by contacting the EcoConnexions team for solutions. "It was important to be involved to try and make a difference for the environment," says Luc. "Sometimes you have to set the example and step up."

Luc and Nicole worked with the EcoConnexions team to develop communications tools to engage and educate employees about waste contamination, proper waste disposal and best recycling practices. They then reached out to other EcoChampions at the yard to help engage and educate employees, and worked with the local recycler, Miller Waste Systems, to monitor progress. "The effort was focussed on informing everyone in the yard –

### Did you know?

Each major CN yard\* sends approximately 284,000 pounds of paper to landfill annually – that's 775,000 pounds of GHG emissions generated from paper decomposition per yard. Together, we can eliminate paper from landfill by reducing, reusing and recycling.

*\*Based on 2012 solid waste audits.*

**EcoCONNEXIONS**



Nicole Lurette played a key role in helping educate Gordon Yard employees about best recycling practices.



**Waste contamination in recycling bins is something all CN employees can avoid.**

**Remember to always:**

- Separate items for recycling by putting them in their proper bins.
- Empty and rinse containers before recycling when necessary.
- Remind your colleagues of the above tips.

Most importantly, remember to use reusable cups and containers to reduce your waste!

To learn more about recycling, or to improve your recycling efforts, talk to your local EcoChampion and visit [EcoConnexions.com](http://EcoConnexions.com).

employees and contractors – about proper recycling and changing behaviour,” reports Nicole. “Employees at Gordon Yard are eager to recycle. Once we explained how to properly dispose of waste, we saw an improvement in just a couple of months.”

Today, waste contamination problems are few at Gordon Yard thanks to everyone’s efforts. And, there’s been a positive ripple effect from the work. “Some employees are collecting even more returnable pop cans and bottles than they used to. They have donated over \$4,000 to local charities from the deposit money so far,” says Nicole. “It’s been successful all around.”

Recyclables placed in black bags unfortunately get rejected by local recycling facilities.





CN's Tuques Bleues team members

*From left to right:*

**Hani Bazerghi, Nelson Fernandez, Monica Oum, Carine Norbert and Greg Lawless.**

*Absent from the photo:*

**Jean-François Guy and Pierre Bertrand.**

## Snowshoeing for a good cause

**P**ierre Bertrand, Senior Taxation Manager, never misses a chance to go for a jog on Mount Royal. He believes this green oasis is one of Montreal's finest treasures.

That is why he gladly accepted the invitation from *Les amis de la montagne* (Friends of the Mountain) to participate in the 16th edition of the organization's Tuques Bleues Celebration on February 21. The benefit event, which features a night-time snowshoe race, drew close to 600 participants this year.

Pierre entered the race with his CN-sponsored team made up of **Hani Bazerghi, Jean-François Guy, Greg Lawless, Carine Norbert** and **Monica Oum**, all of whom work at Headquarters. Sporting state-of-the-art alloy snowshoes (forget the heavy rawhide type!), the CN runners came in first in the Team Challenge category with an average time of 16 minutes and 32.2 seconds.

"The race was a 2.5 km climb up Mount Royal, which ended at the Kondiaronk lookout right at the top. The trail was all lit up. It was absolutely beautiful," said Pierre. After the race, participants were invited to an evening of festivities at the Chalet du Mont-Royal.

This activity is a modern take on the sporting tradition of the Montreal Snowshoe Club of the 1840s where members climbed up Mount Royal by torchlight.

The event helped raise \$225,000 to support programs for the protection and enhancement of Mount Royal.

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CN SPOTLIGHT**

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Toll-free number for Employee and Family Assistance Program:

- Canada:** 1-800-268-5211
- U.S.:** 1-800-554-6931

Click on this link to read the latest edition of

**Balance**, the newsletter from Shepell-fgi, our Employee and Family Assistance Program (EFAP) provider in Canada.

*Balance* is a monthly newsletter designed to offer you helpful tips and tools for balancing your everyday work and family demands.



**Reminder dates**

*2014 CN Employee Photo Contest.* Deadline to submit photos:  
**July 13, 2013**

*CN Railroaders in the Community.* Employee volunteer grant program.  
[www.cn.ca/employeevolunteer](http://www.cn.ca/employeevolunteer) or go to CN's intranet ePortal and click on Benefits and programs. Deadline to file 2013 grant applications:  
**November 30, 2013**

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