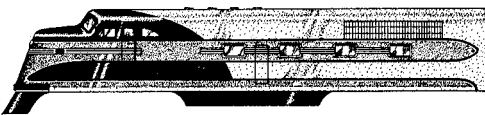


Drawing of first locomotive, 1905

100 Years: The Diesel Locomotive in American Railroading

Saturday, September 30, 2006
Center for Railroad Photography & Art
and Kalmbach Publishing Co.



Design patent, 1938

The Center for Railroad Photography & Art is offering new perspectives—visual and technological—on diesel locomotives at a conference Saturday, September 30, at the Milwaukee School of Engineering.

The story begins with a drawing of a diesel electric locomotive being constructed for the Southern Pacific in 1905—an overlooked

and previously undocumented milestone; usually the beginning of the diesel era in the U.S. is credited to a demonstrator locomotive of 1923. It continues with color advertising and styling, corporate strategies, and a look at changes in the first quarter of the 21st century. MSOE specialists in diesel technology as well as historians, journalists, and leaders in the railroad industry will speak.

The Center is presenting “One Hundred Years: The Diesel Locomotive in American Railroading” in cooperation with *Trains* magazine and Kalmbach Publishing Co. The conference coincides with publication of *Locomotive*, a special edition from *Trains* magazine. Registrants will receive a complimentary copy.

The sessions from 8:30 a.m. to 4:30 p.m., including coffee/soda breaks and lunch, will be held at the Todd Wehr Auditorium at the Milwaukee School of Engineering, 1047 N. Broadway. The cost is \$85 per person or \$75 per person for members of the Center. Students with a student ID are eligible for a special registration of \$15. A registration form and hotel information are on the Center’s web site, www.railphoto-art.org/diesel.asp, or by request to P.O. Box 259330, Madison, WI 53725-9330. Advance registration is requested to anticipate lunch requirements.

Parking is available at the MSOE lot at Broadway and Highland; MSOE will not

require parking passes for that lot on September 30 during the Center’s event.

Dr. Hermann Viets, president of MSOE, will welcome participants, followed by an introduction by Kevin P. Keefe, vice president, Kalmbach Publishing Co.

The speakers include:

John Gruber, president of the Center, “The First Diesel and Other Stories.”

John P. Hankey, independent scholar and railroader, “The Perils of Pioneering: Early Diesels on the B&O Railroad.”

Jim McClellan, retired Senior Vice-President for Planning at Norfolk Southern, “Motive Power and Economics.”

Greg Palumbo, Electro-Motive Division, General Motors Corp., “Colorful EMD Advertising and Styling.”

J. Parker Lamb, writer and photographer for 50 years, “Photographing Diesel Locomotives.”

Greg McDonnell, editor of *Locomotive*, “The Essence of Evolution: Building General Electric Locomotives Today.”

Mike Iden, General Director Car, and Locomotive Engineering for Union Pacific and MSOE alumnus, “Diesel Locomotives: The Next 25 Years.”

The Center presented a similar conference in April at the George Bush Presidential Library in Texas.

100 YEARS: THE DIESEL LOCOMOTIVE IN AMERICAN RAILROADING

Name _____ Date _____

Street address _____

City, state, zip _____ E-mail _____

Area code/telephone number _____ [] student _____

Number of registrations at \$75 _____ Number of nonmember registrations at \$85 _____ Total enclosed \$ _____

Names for name tag _____ Lunch [] chicken [] vegetarian _____

May we include your name and address on a list of attendees, to be distributed at the meeting? [] yes [] no _____

I can’t attend the conference but I want to support the Center. I am enclosing a check for \$ _____

Send to: Center for Railroad Photography & Art, P.O. Box 259330, Madison, WI 53725-9330 / www.railphoto-art.org