



Dear Delegate to the 34th General Assembly,

I'm writing as the General Chairman of Norfolk Southern and seeking to be elected as Vice President South. **I have over 18 years of railroad experience** including: Freight Conductor, Train Dispatcher, Assistant Chief Dispatcher, Local Chairman, General Chairman, and Data Analyst. I have been a member of the ATDA since 2006 and served as Local Chairman for over 2 years in Harrisburg, Pennsylvania before becoming General Chairman in Atlanta, Georgia.

The motivation behind my candidacy dates back 14 years when I was elected as Local Chairman. I have a background in web development and I envisioned a union website that empowered members with information and resources. I bought the domain name atda.org in 2009 and sold it to National (at cost) when they replied to me 2 years later. After 12 years, today the website still offers no perceived value to the average member.

Unions in general have seen declines in participation. It is essential to our future to turn this trend around! In the same way that Vice Presidents oversee lobbying, arbitration, legislation, and organizing, we need to elevate member engagement as an Executive Board priority.

It takes a lot of effort to manage large committees. National currently does not provide any tools to help with these challenges. If we did, the leaders could be more connected with their membership, focus entirely on their core duties, and in turn the members would feel more connected to all levels of the union. As delegates and elected leaders, we know there is a wealth of knowledge at National and the importance of their work, but to the average member they do not see value. We need new methods of interacting with and engaging members from all generations. I have proven to be a team player and I possess the skills to help effectuate change.

I previewed a website that I developed for the NS System Committee at our first member meeting. I launched it a month later, as promised, while also cleaning up a mess that I inherited from the previous committee. We use the site to file and track claims. It provides a central source of data which the whole committee (and members) can access for up-to-date status. Claims can easily be tracked and updated from a web browser and it works much faster than UnionTrack. You can see what I was able to accomplish since launching the site just 4 months ago working as a part-time General Chairman by visiting traindispatcher.org.

I placed some emphasis on technology, but I know this isn't a tech position. I'm running for Vice President. We can't keep operating like we're living in the 1990s. The future of the ATDA needs an advocate on the Executive Board to help it embrace technology, gain efficiency, and offer more value to current and future members. I have a sustaining interest and strength in the skills needed for the traditional tasks of a General Chairman and VP as well. If given the chance to work full-time I can make an outsized impact whether or not my vision is executed.

I have a vision to introduce new ways to engage with members and support the leaders representing System Committees. My work as General Chairman proves the value of my vision and validates that I have the skills to deliver. I'd like to tackle the challenges of declining participation, increasing solidarity, and supporting our committee leaders in more ways. Whether or not I'm the one doing the work, I know what is possible. I understand the needs as a committee leader and as a member. I look forward to meeting you soon in Vegas!

In Solidarity,

A handwritten signature in black ink, appearing to read 'Nick Serrano', located at the bottom left of the document.