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A monthly electronic official newsletter of the PRRT&HS published for the purpose of disseminating information on current issues and events pertaining to the Society's and Chapter's operations and administration as well as other information of interest about the PRR.

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BOARD OF DIRECTORS MEETING

The Fall (3rd Quarter) meeting of the Board of Directors of the Pennsylvania Railroad Technical and Historical Society was held Saturday, October 4, 2014 at the Railroad Museum of Pennsylvania, Strasburg, PA. The following participated by teleconference: Jack Consoli (Director), Frank Napoleon (Director), Dave Scott (Director), Rich McCarty (Treasurer), Bruce Smith (President and Director), Ed Swain (Vice-President and Director), James Trope (Counsel), Ralph Weischedel (Corporate Secretary and Director).

1. The meeting was called to order by President Smith at 10:11 a.m

OLD BUSINESS:

2. Membership
 - a. 2014 Renewal Status – As of March 3, 2014, the PRRT&HS total membership for 2013 is 2,898. 175 have not renewed, yielding a 94.0% Renewal Rate. The number of new members for 2013 was 157. As of

September 8, 2013, the PRRT&HS membership for 2013 was 2,790; non-renewals then were 256 for a 91.2% renewal rate; the number of new members at that time for 2013 was 130. As of October 2, 2014, the PRRT&HS membership for 2014 is: 2,769; non-renewals are 248, yielding a 91.4% renewal; the number of new members for 2014 is 119.

President Smith reported that we are 129 below last year's membership total. Brady Maguire has just sent letters to those who have not yet renewed for 2015.

b. Approaches to Increase Membership.— President Smith mentioned that membership is our most important issue. For the 2015 Annual Meeting, it is required that all attendees be members. In future, we should consider non-members attend the Annual Meeting, starting in 2016. One possibility is a higher registration fee (say \$10) which is taken off the membership fee if they join the Society. Mr. Swain reported that at the Cincinnati NMRA meeting, non-members received six-month memberships. Only members would be allowed in the business meeting. Rich Ader had suggested membership premiums, such as a PRR Lanyard or decals for a car that could be given with every membership (and thus the decals would be advertising). Old Keystone centerfolds and a recent donation of 15 Baldwin Locomotive posters can be premiums for new members and can be taken with the booth and as donations at Prototype Modelers meets. These should have PRRT&HS information affixed. Having the Society booth at railfan events represents another opportunity to recruit members.

Dave Scott made a donation offer for 2015 new members who served in the armed forces and have never been a member in the past. With a copy of the military ID provided with the application, he will donate \$5.00 towards the annual dues. He is willing to do this for up to 1000 new veteran members.

3. Financial

a. Treasurer's Report – Mr. McCarty reported accounts as of August 31, 2014. The account balances at August 31, 2014 were:

General Accounts:	\$315,439.25
Station & Archives Accounts:	\$254,888.85

The account balances at January 1, 2015 are estimated to be:

General Accounts:	\$275,079.79
Station & Archives Accounts:	\$128,859.27

Capital One has discontinued the credit card program. The program has led to about \$1000 of revenue to the Society through August, 2014. The Society is also registered with the Amazon Smiles program. There is a way to donate a portion of an individual's cash back from Capital One to the Society, since the Society is listed as a charitable organization.

4. Publications

a. *Keystone* update – Mr. Blardone had sent email to report that the winter issue of *The Keystone* is on time, and that he has received many submissions since his call for articles appeared in the summer issue, and that the backlog is satisfactory.

b. *e-NEWS* and TKM update. President Smith reported that an email to the chapter presidents will be created to remind the chapters to provide updates on planned activities to *e-NEWS*. President Smith reported that there has been recent discussion urging publication of the TKM more frequently than quarterly. In the ensuing discussion, it was agreed that the quality is high and that quarterly is acceptable.

c. CD and DVD Project – President Smith stated that he has been in touch with the provider and that the provider has agreed to finish the project.

d. New books

1) Equipment Series

o Panza, TTX Flat Cars – in progress. Mr. Blardone's email reported that there have been conferences calls on overall content and what TTX's involvement will be.

o Equipment Books: Hom, et al: Boxcars XA to XNN - President Smith reported that several have talked about this, but many other activities have delayed attention to that.

2) Blardone, Midwest-Florida Passenger Service –

o Volume 2 in preparation. Mr. Blardone's email reported that layout for the volume is in progress and that the book will be ready for the 2015 Annual Meeting.

3) Buchan, Erie and Pittsburgh book. Mr. Blardone's email reported that Al Buchan is

rewriting some material and that editing is moving along well. Mr. Blardone requested that the Board decide on the size of print run and format, i.e., a book, an e-book, or both. Pre-production costs are an issue, as opposed to printing

costs alone. President Smith suggested that this is a great opportunity for us to explore on-demand printing, since hardcopy books over \$100 are difficult for us to sell.

4) Buchan, Prophet II – Geographic/Buildings and Signals – On hold. President Smith reported that the project will be discontinued.

5) Ed DeRouin, PRR in Chicago – opportunity. President Smith reported that the provider is determining shipping costs to ship them to Kutztown Publishing Company.

5. Annual Meeting

a. 2015 Penn State – Middle Division & Pittsburgh Chapter – Penn State. President Smith reported that progress is good.

b. 2016 Camp Hill – Mr. Weischedel reported that the New England Chapter is prepared to organize the meeting. The Board authorized the New England Chapter to proceed.

c. 2017 No location – No Host.

d. 2018 issues – President Smith reported that the Northern Central Chapter had volunteered to organize the 50th anniversary meeting in 2018 and that the Philadelphia Chapter volunteered subsequently at the May Board of Directors meeting. The Board voted that we should ask for proposals to host the meeting. It was suggested that cooperation among chapters would be preferred.

6. Marketing and Sales

a. PR Report – Mr. Swain reported that he is representing the Society next weekend in a show in Cincinnati and that Jerry Britton will handle a table at Timonium. Many shows offer a free table for non-profit organizations. A notice will be prepared to inform the membership of the process and support for using the promotional material.

b. Enhancing sales. Mr. Swain has looked into advertisements in magazines; the prices seem expensive. President Smith proposed to change the title of Director of Marketing (which Fred Frietas holds now) to be Director of Wholesale Distribution and to create a position of Director of Retail Marketing, who would be authorized to enhance sales including both membership and retail sales. Regarding pricing of the book inventory, Mr. Swain suggested that pricing is crucial. Mr. Scott suggested dropping prices on the Altoona book, the Lewistown book, and the Golden Triangle book to members, from October to Christmas. Mr. Scott also recommended reducing the costs of the Chicago-Florida Passenger Service book from \$110 to \$82. President Smith suggested a broad reduction in pricing of our book inventory. President Smith reported that the strategy had been to set the retail price at three times unit costs, to discount to dealers by 40%, and to sell half the print run to break even. He suggested developing a new policy, with lowest prices to the members, pricing new books to sell all copies, and dropping the price on our existing (old) inventory, for instance, dropping the price of books such as the advertising book by 25%, and bundling the flat car and gondola book in time for the shopping season. Mr. Scott reported that Yanosey is dropping his press run to 500 copies and is considering electronic versions. It was concluded that President Smith will request applications for a Director of Retail Marketing and that we will seek a price reduction strategy for the current inventory.

7. Committee Reports

a. Long Range Planning – Don Harper. Nothing to report.

b. Paint – Carl Izzo. Nothing to report.

c. Modeling – Elden Gatwood.

o Model Manufacturer Project Teams. President Smith mentioned the recently released PRR H10s from Broadway Limited Imports and reported that many projects are underway.

8. Station and Archives Operations – Rich Ader.

a. Quarterly Report. Nothing to report.

b. Fire Suppression Project – The committee is reviewing bids.

c. Relocation of publication inventory to KPC. No progress.

9. Legal. Nothing to report.

10. Chapters.

11. Succession Planning

a. Potential future directors – President Smith. Rich Ader has volunteered. President Smith suggested soliciting more volunteers.

b. Officers.

12. General

a. Donation dispersal. Vern Simpson has donated a painting, which should be moved to the Archives. President Smith reported that the Society now has two paintings donated by Mr. Simpson. The options are to display them at the Archives or to auction them. A commercial auction house would pick up the items, advertise them, and charge ~20% commission. Possibilities are to display them at the Annual Meeting, and to offer them on loan to the Railroad Museum of Pennsylvania.

13. New Business.

a. The ISP for our website was hacked and a piece of malware was inserted on most of our pages. Steve Agostini tried to clean the malware from the site but without success. He took the site down and has now re-established it. Jerry Britton has been contacted to help. Google had identified the site as hazardous. Changing ISPs is also under consideration.

b. The committee briefly returned to the discussion of recruiting new members. That is summarized in Section 2.b above.

c. The Society acquired two quarter-scale bells and a half-scale bell for service awards. The half-scale bell would be presented to a very deserving recipient at the 2015 Annual Meeting.

14. There being no further business, the meeting was adjourned at 12:10 a.m.

SOCIETY WEBSITE STATUS

We continue to resolve the malware problems on our website. The entire site had to be reestablished. The site is still blacklisted on Google, and we are working to resolve the issue.

LEWISTOWN STATION SPRINKLER BID STATUS

We have received two bids, both higher than expected. Our statement of work specified “. . . an automatic double interlock pre-action fire cycle water based sprinkler system...” This is a proprietary system and has created the over-the-budget bids. The committee has agreed to modify the statement of work, deleting the proprietary system, and instead requesting bids on a double interlock, double action dry system in lieu of the fire cycle system. The two bidders will be requested to update their bids based on the new statement of work language.

SOCIETY ON FACEBOOK

The Society has been on *Facebook* since June 2010, we post interesting tidbits there from time to time. Check it out: <http://www.facebook.com/pages/The-Pennsylvania-Railroad-Technical-Historical-Society/136126329733054>

SOCIETY MEMBERSHIP

The purpose of the Pennsylvania Railroad Technical & Historical Society is to bring together persons interested in the history and modeling of the Pennsylvania Railroad, its subsidiaries and its predecessor companies. Our goals are to promote the preservation and recording of all information regarding the organization, operation, facilities and equipment of the PRR.

The Society’s quarterly illustrated journal, *The Keystone*, has been published continuously since 1968. Each issue of 84 or more pages contains illustrated original authoritative articles, about locomotives, cars, other equipment, facilities and operating practices of the PRR. The Society also publishes its own thoroughly researched books and other materials concerning Pennsy history. *The Keystone Modeler* is also a quarterly special 30-plus page online publication of the Society. These publications are for sale on our website.

The Society meets annually, usually during the first weekend in May, providing an opportunity for its members to get together and learn more about the PRR. Local chapters around the country also provide members and guests with regular meetings that feature PRR related programs, see listing below for chapter events. The 2015 Annual National Meeting will take place between April 30 and May 3, in State College hosted by the Middle Division. We hope to see you there.

Information about our Society may be found on our website <http://www.prrths.com>. To join the Society you may use the e-Store http://www.prrths.com/estore/index_estore.html#membership or send \$35.00 to: PRRT&HS, PO Box 54, Bryn Mawr, PA 19010-0054. All memberships are for a calendar year, renewals after February 15th are \$40.00. The additional late dues fee pays to ship any Keystones that missed the normal mailing.

Drawings from Microfilm

Copies of PRR equipment drawings are available from the Society's microfilm collection. To order drawings, you must know the drawing number and title. Ordering information and lists of arrangement drawings are available on the Society's website, www.prrths.com, under National Society, The Interchange. If you require a printed copy of this information, please send your address and a check for \$2.00 made out to PRRT&HS to: Richard C. Price, 779 Irvin Hill Road, McVeytown, PA 17051.

JOIN THE SOCIETY, MAKE DONATIONS, BUY BOOKS AND PAST ISSUES OF *THE KEYSTONE*

AT OUR e-STORE

Visit us and shop at

http://www.prrths.com/estore/index_estore.html

CHAPTER MEETINGS

Support your local chapter - become a member.

ARIZONA CHAPTER

Contact: Sec/Treas. Phil Anderson 480-756-4359 ma393@aol.com

MEETINGS

TBA

LINES WEST – BUCKEYE REGION CHAPTER

Contact: Al Doddroe at: adoddroe@earthlink.net

MEETINGS

TBA

CAMDEN & AMBOY CHAPTER

Contact John Kilbride JKTRR@msn.com
Website: www.trainweb.org/camdenandamboyrhistoricalgroup

MEETINGS

TBA

CHICAGO TERMINAL CHAPTER

Contact: President Marv Caldwell at: ld_mlc43@comcast.net

MEETINGS

Fall meeting is scheduled for October 20.

GRAND RAPIDS & INDIANA

Contact Jim Winslow at: G5s472@aol.com

MEETINGS

TBA

MIDDLE DIVISION

Contact Rich Ader at: richie0745@yahoo.com

MEETINGS

TBA

NEW ENGLAND

Contact, Tim Garner at: t.a.garner@verizon.net or write to New England Chapter PRRT&HS, c/o Tim Garner, Secretary, PO Box 624, Marlborough, MA 01752-0624

MEETINGS

Saturday, December 6, 2014

New England Model Train Expo, Marlborough, Mass.

This annual event grows bigger every year. There will be over 230 dealer tables, manufacturer displays, operating layouts, and more. Two-day admission is \$8.00. Save \$1.00 in advance. We will meet at noon Saturday up the hill from the exhibit hall at the All Star Bar and Grill at the Royal Plaza Hotel. The show runs December 6 from 10 to 5 and Sunday December 7 from 10 to 4. For more information about the show and to purchase advance tickets, visit www.hubdiv.org.

NORTHERN CENTRAL CHAPTER

Contact President Jerry Britton at: jerry@pennsyr.com

MEETINGS

Check the Northern Central Chapter's web site at: <http://ncchapter.pennsyr.com>

The next quarterly meeting will be Sunday, November 9, at 1:30 p.m. The meeting will be held at the Otterbein United Methodist Church, 301 W. Philadelphia Street, York, Pa. Scott L. Mingus, Sr., award winning Civil War author and lecturer, will present "The Northern Central Railway in the Civil War".

PENN-TEXAS CHAPTER

Contact Secretary Walt Van Arsdale at: varsdale@verizon.net

MEETINGS

TBA

PHILADELPHIA CHAPTER

Contact: President Steve Staffieri at: interceptor92@verizon.net
Philadelphia Chapter website is: <http://www.philaprrths.com>

MEETINGS

Next Chapter meeting will be Saturday October 25 at Drexel Hill Methodist Church 600 Burmont Road. Doors open at 10:30 am, Modelers meeting at 11am, Dining Car at 11:30am, Chapter meeting at 1pm and presentation at 2pm.

Meetings are scheduled for December 6, February 7, and April 11

PITTSBURGH CHAPTER

Contact: Newsletter Editor Don Coulter 412-372-4221 donald.coulter3@verizon.net

MEETINGS

TBA

WASHINGTON DC CHAPTER

Contact: Paul Schulz at: paulschulz@verizon.net

MEETINGS

TBA

WEBSITE www.prrths.com



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