

To: FRRS Board of Directors
 From: Paul Finnegan, *Train Sheet* co-Editor
 Re: *Train Sheet* Report
 Date: April 10, 2019

Spring Fund Raising Letter

In an effort to reduce total printing and mailing expenses for the society, Eugene Vicknair and I worked together to include the Spring Fund Raising Letter in the mailing of *Train Sheet* issue 180 as a two-sided insert.

January/February/March 2019 Issue #180

Issue 180 has been completed. It is 20 pages with a one-page, two-sided insert for the Spring Fund Raising Letter. 157 copies were emailed, 522 were sent USPS, six were international postal and three copies were hand delivered. Eugene Vicknair requested a late addition for the family that donated the WP Reefer 55069 that was done separately from the bulk domestic mailing.

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The cost for printing and mailing for Issue 180 (4/9/19):

| | |
|--|-------------------|
| Print 600 sets (20 pages): | \$1,025.00 |
| Two-sided insert (Spring Fundraising letter): | 144.00 |
| Labor to insert inset: | 50.00 |
| Actual Domestic Bulk Postage: | 336.59 |
| Sales Tax: | 109.71 |
| Total Print Shop | 1,665.30 |
| Actual International Postage | 30.44 |
| USPS for issue requested by Eugene Vicknair | 1.45 |
| Total cost of <i>Train Sheet</i> and Spring Fundraising Letter: | \$1,697.19 |
| Print Shop Payment 4/4/19 | -1,617.13 |
| Credit on books at print shop: | -37.17 |
| COD (paid by Paul Finnegan) * | -11.00 |
| Postage (paid by Paul Finnegan) * | -31.89 |
| Balance | 0.00 |

* - I will file a claim for reimbursement later this year.

Timeline:

- 3/31/19 issue 180 submission deadline.
- 4/1/19 review copy emailed to review team.
- 4/1/19 requested and received 4/1/19 Membership Information.
- 4/2/19 requested and received Pine Press Invoice for printing.
- 4/2/19 received input from review team, made updates and sent out second draft for review.
- 4/4/19 second draft deemed good, invoice approved, material sent to print shop.
- 4/4/19 email issues sent (in two batches).
- 4/5/19 reviewed hard copy proof at Pine Press. Found a couple issues I wanted to fix before printing & mailing of issue.
- 4/7/19 created updated PDF file and sent to print shop.
- 4/8/19 approved second proof and released issue to printing and mailing.
- 4/9/19 printed issues in post office and international mailings done.

Promoting Email Delivery

When a membership is about to expire our Membership Team sends a reminder letter, and they have a follow-up letter if the membership expires. Working with Eugene Vicknair, I updated the letters to include a new pair of check boxes to indicate delivery preference of the *Train Sheet*. I hope that this will facilitate more members using email delivery. While adding this new feature, I made several other updates and corrections to the forms. I am working with Eugene to make similar changes to the paper membership application we use at the museum and in our museum brochures.

April/May/June 2019 Issue #181

The following articles are planned (or at least are ideas) for Issue 181:

- Front page article about 2019 Convention – Eugene Vicknair (to be written)
- Crew Training Report
- Volunteer “Get Ready for Opening Work Party” and breakfast article
- Spring Steam Work Party report
- Annual Members’ Meeting article
- What the heck is an AUTOMATIC AIR BRAKE?
- “Things around the Museum” article, subject Wig-Wag
- Painting the WP 1503 Update
- Member Spotlight – Janet Steeper
- Saving Western Pacific PFE Reefer 55069 – part II, *A Lesson in Trucking!* – Eugene Vicknair (to be written)