

To: FRRS Board of Directors  
From: Paul Finnegan, Webmaster  
Re: Museum Web Page  
Date: April 12, 2023

## ***Mailtrain***

We continue to have society members and the public signup on our “*WPRM News*” email distribution list on Mailtrain. We now have 434 active email addresses on the list. Last month we had 431, so we had a net increase of three subscribers this month. We had two people unsubscribe.

I sent an email blast, “*April 2023 News from the Western Pacific Railroad Museum at Portola*”, on April 5<sup>th</sup>. It had three topics:

1. New Opening Date for 2023.
2. Limited time 25% sale at the FRRS Storefront at spring.com.
3. 2023 PCR & FRRS/WPRM Joint Historical Convention, last call.

It went to 434 subscribers.

## ***Updated Opening Date***

On Tuesday, April 4<sup>th</sup>, I received an email from Eugene Vicknair informing me that the 2023 Museum Opening date had been changed to Thursday, May 4<sup>th</sup>. On April 5<sup>th</sup>, I updated all the references on the website, Google Search Results and Yelp pages. I also updated and published revised FRRS 2023 Calendars and distributed them. I included the update in a Mailtrain email blast on the same day.

## ***Continuous Improvement***

Before I retired, I was known inside the company as the poster child for continuous improvement engineering. I was often of the opinion that if you didn’t know about any problems, you just weren’t looking hard enough. I have carried that attitude into my role as webmaster. Lately I have created some UNIX shell audit tools that search our website for word usage issues.

As an example, uniform capitalization is a common defect. There are some terms, e.g. department names, that will pass spell check tools, but are still wrong. The Operating Department at the museum is a proper noun, so it should always be capitalized. My new tool found “operating department” and “Operating department” on our website. As I work my way through the audit results I am fixing them.

A more subtle problem arises with some words/phrases. Setup and sign up are two prime examples. Using “sign up” as an example:

- sign up – is a verb. *Please sign up for the event in advance.*
- sign-up – is a noun or adjective. *The sign-up list is on the table.*
- signup - NEVER

I coded the new audit tools so they will also work on *Train Sheet* and *Headlight* source files so I can leverage the work and improve the quality of our publications.

## ***YouTube***

I posted a new video, “*2023 Rotary Shakedown Cruise*” on our YouTube channel April 4<sup>th</sup>. Our YouTube channel now has 315 subscribers and contains 67 videos.

## **25% Off Sale at [spring.com](http://spring.com)**

The FRRS and WPRM have TWO online stores. Our FRRS Storefront is offering 25% off all merchandise until April 17<sup>th</sup> sponsored by [spring.com](http://spring.com). I posted the sale on our website on April 4<sup>th</sup> and included it in the April 5<sup>th</sup> Mailtrain email blast. The response has been much smaller than previous [spring.com](http://spring.com) sales we have had in the past. Previous sales were only one day, or a few days, whereas this sale is almost two weeks. Perhaps shoppers feel less pressure to participate. I will update next month after the promotion ends.

### **General Items**

- 3/9/23 – Posted March FRRS Board of Directors meeting preliminary agenda and February preliminary minutes.
- 3/10/23 – Updated [Headlight Master Index](#) to include issue #55.
- 3/10/23 – Posted March FRRS Board of Directors meeting reports.
- 3/12,13,15/23 – Published updated FRRS Calendars.
- 3/15/23 – Took a snapshot from a Michael Clawson video from 2/25/23 of SPMW 208 on the Balloon track and posted in [Around the Museum 2023 gallery](#).
- 3/16/23 – Posted notice “Due to extreme weather conditions there may be a delay in shipping store orders and responding to phone inquiries.” to Latest Museum News column per request from Eugene Vicknair.
- 3/16/23 – Posted two snapshots from two videos of David Elems using our new snow blower taken by Greg Elems to the [Around the Museum 2023 gallery](#).
- 3/18/23 – Updated [2023 Election News Item](#) with report from Election Committee.
- 3/26/23 – Updated calendar to remove tentative steam operations on July 1-2.
- 3/27/23 – Added 2023 WPRM Trains Magazine ad to [News Archive Web page](#).
- 3/27/23 – Added additional material from Kerry Cochran to the [Western Pacific Historical Convention news item web page](#)
- 3/30/23 – Posted Train Sheet #192 on [Train Sheets](#) and updated [Train Sheet Master Index](#) page.
- 3/30/23 – Added additional material from Kerry Cochran to the [Western Pacific Historical Convention news item web page](#).
- 4/1/23 – Added link to pdf file of issue in [WPLives.org/trainsheet192](http://WPLives.org/trainsheet192)
- 4/1/23 – Updated “For the modeler:” and “From the archives...” in Latest Museum News column.
- 4/4/23 – Posted new video - [2023 Rotary Shakedown Cruise](#)
- 4/5/23 – Updated opening date for 2023 season
- 4/7/23 – Added additional material from Kerry Cochran to the [Western Pacific Historical Convention news item web page](#).