

ALL ABOARD!!

Spring & Summer 2016

Newsletter

Music City Chapter TCA

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*Our Deepest
Sympathy*

Dr. Robert A. Peterson of Signal Mountain, Tennessee died at his residence on May 24, 2016. Dr. Peterson practiced internal medicine at the Diagnostic Center in Chattanooga for twenty years. He was the son of long standing member, Bedford Peterson.

Our deepest sympathy goes out to his family and friends.

President's Message

With the start of Summer in Tennessee, hot and muggy days encourage us to seek cooler places to spend our time. Running trains, working on layouts, or attending train shows is a good, cool alternative.

On August 12-20, the Wilson County Fair will be in progress. Train layouts with some memorabilia are displayed in the Depot located in the Fiddlers Grove area. Operating layouts consist of O Scale and smaller HO Scale. Several of our members come and run the trains in the evening. If this is something you would like to do, give me a call at 615-361-3381.

Our August 20, Saturday from 9:00 AM-1:00 PM, the Music City Chapter will hold its Summer Show at the First Baptist Church of Donelson. Admission is \$5. TCA members are free as well as children under 12.

We had a great Spring Show on April 2nd with 50 vendor tables and an attendance of more than 150. Everyone had a good time buying, browsing, and talking trains. Thanks to the workers, dealers, and buyers for making the show a success.

After the show, the Executive Board met with Board member Doug Roberts to discuss additional advertising for our shows. Doug designed a postcard that will be sent out for the August show. The postcard will be sent to people in Nashville and surrounding areas who have an interest in toy train shows.

I had a shoulder replacement on August 4th. I will be in therapy until the first of August but going strong by the Summer Train Show. I look forward to seeing all of you at the Show.

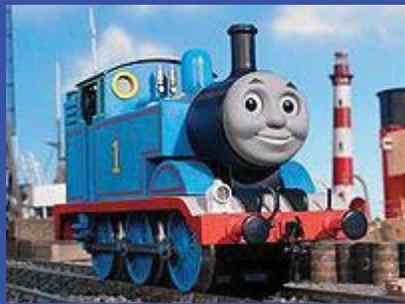
Ron Hirst
President

Music City Chapter Summer Train Meet

Saturday, August 20, 2016
9:00 AM to 1:00 PM
Donelson First Baptist Church
2526 Lebanon Road
Nashville, TN
Registration forms are enclosed and available
online at
www.dixiedivisiontca.com



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Officers and Advisory Board Meeting

The Officers and Advisory Board met on February 6 in Nashville. Attendees included Ron Hirst, John Blake, Vic Petrone, Joseph Marabeti, Jim Langan, Wendell Tipton, and Doug Roberts.

Wendell Tipton gave an update on the health of past club president Jim Tate. At the time of the meeting, Jimmy was in the hospital recovering from back surgery.

Ron Hirst provided a review of the 2015 Christmas Toy Train Show focusing on strengths and weaknesses. Enhanced marketing procedures were suggested by Doug Roberts in order to maximize our efforts in that area.

Vic Petrone provided a financial update with an analysis of the 2015 budget. Our biggest expenditure, the Christmas Toy Train Show, was given additional scrutiny.

Spring and Summer 2016 Train Shows were discussed. The date for the Spring Show was set for April 2 and the date for the Summer Show was not determined. As is customary, refreshments and door prizes will be provided.

Two Club trailers need tires and cleaning this year. The cost for both was approved. Ron will coordinate the purchase of the trailer tires and pressure washing this summer.

It was agreed that a day would be set aside to set up the Club layout for cleaning and refurbishing. Rewiring and updating are needed.

Wendell Tipton will coordinate servicing of all the Club locomotives. Additionally, the Officers authorized the purchase of new switch tracks and trolley.

There being no further business, the meeting adjourned.

Joseph R. Marabeti
Secretary



Train Trivia

Submitted by Joseph Marabeti

The development of the steam locomotive in the early 19th century transformed the world. Carrying people and goods at unprecedented speeds around the globe. Founded in 1828, what is the name of America's first steam-powered railroad?

Answer: The Baltimore & Ohio

Editor's Notes

As noted in the Officers' meetings held earlier this year, we are developing a new market strategy to boost attendance at our Spring and Fall train meets. With this goal in mind, we will be sending announcements to over 2000 individuals currently in our database. The majority of these individuals will be within a 30-mile radius of Nashville. We will coordinate this approach with our normal registration forms to dealers. This will be our approach for the remainder of 2016 and through 2017, at which time we will evaluate the program.

The cost incurred with this marketing effort will exceed the additional revenue associated with the increased attendance. For the first year, we will lose money. So, why do it?

Our focus is and has been to promote our hobby, our Club, and the TCA. Greater attendance increases dealer participation. More dealers provide greater variety for our customers and lead to increased sales. Everybody wins!

In addition, exposure to our Club and its members may increase membership in the TCA.

Joseph R. Marabeti
Secretary

Train Meet Marketing Strategy

On Saturday, April 2, 2016, the Officers met with Doug Roberts to discuss marketing strategies for our Spring and Summer train meets with the objective of increasing show participation.

Doug presented several options for consideration. After thorough review and discussion, it was agreed that we would mail an additional 2000 invitations (postcards) to individuals within a specific geographical area currently in our database. The cost for the additional mailing is approximately \$900.

Officers approved the purchase of an additional 10 rectangular tables to be used at the meets. The cost is approximately \$1,100 delivered. These tables would be donated to the Church.

A more cost effective approach for the Christmas Toy Train Show was initiated. This would include targeted advertising on cable TV. Further discussion would be necessary before finalizing that plan.

Email Address Reminder

If you received this chapter letter in the mail, it means we don't have your email address (if you have one).

Email is easier and faster for us to use.

Please send your email address to:

Petrone.v@comcast.net

Include your name and TCA number

Many thanks.

Announcement

Madison Train Show

Friday, July 22, 2016

3:00-6:00 PM

and

Saturday, July 23, 2016

8:00 AM-2:00 PM

City Road Chapel

United Methodist Church,

201 S Gallatin Road,

Madison, Tennessee

Admission is \$7 for adults and \$4 (4-12 and under 4 Free).

Save the Date

23rd Annual Christmas Toy Train Show



December 10, 2016