

# **FALL 2018**

# **VOLUME 52**

# **NUMBER 4**

Rupert Campbell, TCA National Present 2018-2019 received the gavel from Past President Joe Fanara.



Left and Right photos are from the TCA 2018 National Convention in Warwick, RI.







# In This Issue

- \* SD Board of Directors, et al
- \* SD President's Message / SD Vice President's Corner
- \* SD Member Receives Award / SD Member Passing / The Layout Quarterly Quiz
- \* Jacksonville Meet Story
- \* Orlando BOD Meeting Minutes
- \* Orlando Photos
- \* SD Strategic Planning Committee Meeting Summary
- \* Vegazos' 11th Annual Open House / Car Show
- \* TCA 2018 Rhode Island Convention Photos
- \* 2018 Upcoming Florida Train Meets/Shows \* Switch List

# Left (L-R): Orlando Meet Hosts Mike & Barbara Mills and Rosemary & Bill Trappen

Right: happy family who just won a door prize



# <u>Page</u>

2

3

4

5

6

7

9

12

13

15

16

## Inserts / Attachments

- 1. Jacksonville Flyer
- 2. Jacksonville Table Registration Form
- 3. Fort Pierce Flyer
- 4. Fort Pierce Table Registration Form
- 5. 1st and 2nd Quarter Treasurer's Reports
- 6. "WIN BIG" Membership Campaign Rules
- 7. TCA Member Application Form

# The Southern Division Board of Directors, SD Webmaster, *The Layout* Distribution Manager, and *The Layout* Editor



President Steve Johnson Phone: 305-335-1752 SJohnson@fljdcpa.com



Past President Brad Woodward Phone: 772-577-3881 CollectorsShowcase@hotmail.com



Vice President Jay Zschau Phone: 727-784-8490 JayZ@PenningtonLaw.com



Past President Charles Anyan Home phone: 727-345-0288 CAnyan1@tampabay.rr.com



Secretary Dienzel Dennis Phone: 386-258-8574 <u>dieden39@aol.com</u>



**Treasurer** Mike Powell Cell Phone: 585-781-4996 <u>MBPowell@aol.com</u>



Communications Officer Bill Trappen Phone: 407-365-7860 Bill9678@aol.com

# **Address Changes**

Please inform **Dienzel Dennis** of all address changes. <u>Do not</u> send address changes to the editor of *The Layout* as that will only delay processing. Thank you.

Check out the Southern Division Website: <u>www.tcasoutherndivision.org</u> and also our Facebook page: <u>Train Collector's Associa-</u> <u>tion-Southern Division</u>.



Southern Division Webmaster Jake Jacob Phone: 561-395-6069 BL\_Jacob@hotmail.com



*The Layout* Distribution Manager Jim Spangler Phone: 727-398-5343 JDSpangler@sprynet.com



*The Layout* Editor Mary Anyan Phone: 727-345-0288 <u>mia1@tampabay.rr.com</u>

### Members ~

Thank you to the many who changed their receipt of *The Layout* from a paper copy to an electronic copy.

It's a good deal for many reasons:
1) the SD saves printing and postage costs;
2) money saved is used to partially subsidize division events (this also offsets your annual dues);
3) you'll get to see the photos and graphics in color; and 4) the environment will thank you! (Notify Dienzel Dennis if you wish to change.)

# PRESIDENT'S MESSAGE

In June I attended the 64<sup>th</sup> TCA National Convention in Warwick, RI. The convention was a big success in many ways. There were lots of great tours, a large trading hall (or marketplace as they called it), and fun welcome party and closing banquet. I picked up a few additions to my collection at terrific prices at the marketplace and silent auction. Two days of board meetings and other events allowed me to get to know more board members and build on friendships started last year. Hosts from several past conventions also were kind enough to sit with me for over an hour giving me advice and tips for planning our 2020 Convention in Jacksonville. As mentioned in my last message, we are working with the Department 56 Collectors on a joint convention. Several of us are attending their next convention in Chicago at the end of September to see how they run theirs, promote Jacksonville, and meet to work out details. More on that in my next message.

As I am writing this in early September, we're planning to attend the TCA SD meet in Orlando. After a five-year absence from Central Florida, I'm looking forward to that meet. Several board members have told me we have a first-class facility (Lake Nona Middle School), and it sounds like Miles Mills, ably assisted by Bill Trappen, is well on his way to hosting a very successful event. In addition to a Show & Tell session Friday evening before the meet, we have plans for a Strategic Planning session on Sunday following the meet. *The Layout* editor asked if I'd be willing to delay printing and distribution of this Fall issue long enough to include a brief summary of the plans that come out of that session, and I approved. The summary is included on page 8 in this issue. After reading about the TCA SD strategic planning initiative, please feel free to email, call me or stop and chat with me at one of our upcoming meets to share any thoughts or ideas you may have.

I also am looking forward to our November 17<sup>th</sup> TCA SD train meet in Jacksonville. See Meet Story on page 5.

# Happy Collecting!

Steve Johnson

# VICE PRESIDENT'S CORNER

# TCA – Membership Drive

The National TCA has launched a membership drive known as "**WIN BIG**." The plan is to offer rewards to TCA members who bring in new members. These rewards will be in the form of free, annual memberships and also opportunities to win locomotives.

TCA members who recruit one or two new members will earn one (1) chance for each new member toward the Grand Prize, which will be the choice of a Lionel Vision Line or MTH Premier "Big Boy locomotive." TCA members who bring in three new members will earn a bonus of:

one year of paid TCA dues, *and* three (3) chances towards the Grand Prize which will be doubled to six (6) chances.

There also are opportunities for the divisions to win a prize. The division that records the largest number of new members and the division that recording the greatest percentage of new members will each win its choice of a Lionel or MTH "Big Boy." The more we promote participations, the greater the chance for Southern Division to **WIN BIG** and to have the chance to win the choice of the MTH or the Lionel "Big Boy" for our layout (which would require expansion); or, we can use it as a gift for a fundraiser, or, we could give it as an award. Membership applications are on the TCA Website or in the *National Headquarters News*. There also will be membership applications available at our train shows both for national TCA and Southern Division.

When you help a new prospect sign up, be sure to include your name and the name of the great "Southern Division." Everyone should be a recruiter not just for the TCA but also for the Southern Division. The more members we recruit, the more opportunities we have to meet and develop new friends and increase our opportunities to find new trading partners. This membership drive is an opportunity for each of us Southern Division Members to increase both TCA membership and Southern Division membership at the same time. Check out pages 46 and 47 of the *National Headquarters News* for more information and details.

In the meantime -"*Keep Trainin!*" Jay Zschau (jayz@penningtonlaw.com)

# **Congratulations to Earl Mueller**



When **Earl Mueller** joined TCA, Lyndon Johnson was President of the U.S. Earl's early interests were in pre- and post-war O gauge. He eventually branched out into various gauges and manufacturers and building home layouts. Many years ago he became interested in live steam. He began building (and still does) engines and cars in 1&1/2 scale that run on 7&1/2 foot gauge track. He has a complete machine shop behind his home. His latest completion is a steam engine that runs on that scale track. The engine weighs 1150 pounds, and the tender weighs 600 pounds. Fully loaded with fuel and engineer (Earl), it weighs 2000 pounds. It is featured on the front cover of the latest <u>New York Central Headlight Magazine</u>, published by the New York Central Historical Society. To see this sized train in action, Public 7 1/2-inch scale train runs on the

first weekend of every month at the Largo Central Park in Pinellas County, Florida. Train rides are free but a small donation of a dollar to keep the train locomotives full of fuel for the ride are much appreciated. Congratulations on your accomplishments and your long-lasting devotion to the TCA and SD. (Charlie Anyan)

# The TCA and Southern Division Lose a Long-time Member

Joe Sever, a long-time member of the TCA and the Southern Division, passed on August 12, 2018. Long known as the proprietor of the Whistle Stop Train Shop in Palm Harbor, Joe enjoyed his retirement repairing and playing with his trains. His many friends including Bobby Gentry, Al Moore, and this author visited him as often as possible, especially during the winter months. Joe attended the York train show several times late in his life and was well known to the management of Lionel, MTH and <u>O Gauge Railroading Magazine</u>. One of his favorite pastimes was watching Jim Barrett's Backshop train repair series DVDs, then repairing Lionel Trains with the techniques he learned. In his younger years, Joe was a fixture at Southern Division shows throughout Florida. Chester Holley was one of Joe's sponsors when he joined the TCA. Joe will be missed by all who knew him. (Michael B. Powell)



## The Layout Quarterly Quiz

The Quiz Corner question in the last issue was: Who invented the steam locomotive?

There is some controversy about the answer. Most people credit George Stephenson with inventing the steam locomotive, but the first one was invented in 1804 by Richard Trevithick, about a decade before Stephenson's. The son of a Cornish mine engineer, Trevithick was not just an engineer, he was an inventor and a pioneer of the Industrial Revolution. He possibly was one of the greatest engineers to have ever lived.

However, Trevithick's locomotive was a "tramway" locomotive designed to run on wooden, and later iron, roadways. These tramways were just boards laid on the dirt roads to make it easier for the horses to pull the wagons. His locomotive was designed to replace horses on horse-drawn wagons over the wooden roads. Stephenson's locomotive ran on iron rails and, he is considered the inventor of the first railway steam engine.

In 1830, Peter Cooper invented the "Tom Thumb," the first American-built steam locomotive to operate on a commoncarrier railroad in America.

The correct answer was provided by Southern Division member Robert Lindgren (SD#2685) who will be provided his award at the next SD meet he attends. Congratulations, Robert. (Source (among others): "Outline of Railroad History" by Mary Bellis)

Next question: If a locomotive is traveling southbound, in what direction is the smoke blowing? (OK, my wife stuck this in here, just to see what responses it would generate!)

Email me your answer. Charlie Anyan: canyan1@tampabay.rr.com

4

# JACKSONVILLE MEET STORY November 17, 2018

*Make Trax to Jax!* Join us again at the Morocco Shrine Auditorium (MSA), 3800 St. Johns Bluff Road S., Jacksonville 32224. The location has very easy access from I-295 (the east side of the loop).

The MSA is a well-known venue in Jacksonville. We will be utilizing the Activity Building which has a separate entry in the rear of the facility with its own dedicated parking lots. It is fully handicapped accessible.

Meet Hours: 9 AM to TCA members and 10A-3P to the general public

**Admission:** \$5.00/person with free admission to a child 12 and under when accompanied by an adult (limit one per family)

Workshops: We will have operating layouts with at least four displays, including clubs from Jacksonville.

# Robert West, the famous railroad artist from Atlanta, is scheduled to be at the meet!

<u>Hotel</u>: The MSA has an offer with Holiday Inn Baymeadows and I-295, 11083 Nurseryfields Dr., Jacksonville 32256, Phone: 904-854-8000. Mention <u>rate code IP818</u> if the reservation clerk cannot find the discount for an event at the Morocco Shrine Auditorium (NOT listed as a discount for the TCA). As of this date, the rate with that code is \$45 less than Trivago, Orbitz or Travelocity at \$94 for the night of Friday, November 16th. There are many hotels in the area in a wide variety of prices, and staying at the beach is a consideration as it is only 8 miles away.

**Food**: Coffee, drinks and snacks will be offered for sale by the Morocco Shrine Auditorium. The MSA is only 3 minutes from the St. Johns Town Center (SJTC), and there are restaurants to suit everyone from casual fare to gourmet.

**Open House:** This year's open house again will be at the Jacksonville Terminal Railroad Museum on Friday the 16th from 5 to 8 PM. The layout features accurate renderings of many scenes of Jacksonville and other areas in NE Florida in the 1950s and early 1960s on a dual-level layout with full helices between the levels. The scenes are modeled with historical accuracy from photographs, maps and other sources to insure precision.

**Table Holders:** Early set up is currently scheduled for Friday the 16th from 3-7 PM and 7-9 AM on the day of the meet. All table holders are asked to contact me the week of November 7<sup>th</sup> to confirm that these will be the hours for set up. Electrical power is available (no extra charge), but please specify on your registration form.

**Tables**: 8 feet, \$20 for TCA SD members and \$30 for non-TCA SD members. <u>Please remember that all helpers must</u> be a current spouse or a current member of the TCA in good standing.

<u>Note</u>: An SD Board of Directors meeting is scheduled for Friday the 16th beginning at 1 PM at the MSA. Any SD member is invited, but if you wish to attend, contact Steve Johnson or Jay Zschau (contact info on page 2 of this newsletter) prior to the meeting.

**Directions**: From I-295 East Beltway heading south, take the Beach Boulevard exit and turn right (west) and make a quick left turn onto St. Johns Bluff Road South. From I-295 East Beltway heading north, take the Town Center Parkway / Univ of North Florida exit, turn left (west) and a quick right onto St. Johns Bluff Road heading north (you can't go south). The Morocco Shrine Auditorium has a very large sign and is a very prominent structure on the west side of St. Johns Bluff Road.

<u>Meet Host</u>: Henry Snyder, 6512 Larry Dr. S., Jacksonville, FL 32216 / Phone: 904-742-3540 / e-mail: hank80801@yahoo.com

Good location, trains, workshops, trains, shopping nearby, trains, dining, trains, close to the beach, trains, an open house. Did I mention trains? Hope to see you in November!

#### TCA Southern Division Board of Directors Meeting September 14, 2018 Villagewalk Town Center Ballroom, Lake Nona, FL

The meeting was called to order at 1:30 p.m. by President Steve Johnson.

<u>Attendees</u>: President Steve Johnson; Vice President Jay Zschau; Secretary Dienzel Dennis; Treasurer Mike Powell; and Past Presidents Charlie Anyan and Brad Woodward. Also attending were Mike Mills and Bill Trappen, Orlando Meet Co-Hosts; Marianne Napolitano from the Miami area; and Mary Anyan, *The Layout* Editor.

<u>President's Report</u>: Mr. Johnson reported that this past June he attended the TCA 2018 National Convention in Rhode Island. He stated that the TCA continues to do well from leadership and financial standpoints.

<u>Vice President's Report</u>: Mr. Zschau reported the following: 1) He and Mr. Johnson plan to visit Orlando meet table holders to advise them of the "WIN BIG" initiative currently underway, and a copy of the membership form will be included as an attachment or insert in the Fall newsletter; 2) The SD Strategic Planning Meeting (SPM) is scheduled for Sunday, September 16, from 8:30 a.m. - 3:00 p.m., and extra copies of the SD By-laws will be available at that meeting. Mr. Powell motioned that those BOD members who attend the Strategic Planning Meeting receive an extra \$100 to offset the cost of an additional night's lodging accommodation. Mr. Anyan seconded, a vote was taken and unanimously passed. 3) He and Mr. Anyan have been working on a TCA non-SD membership drive and appreciate Mr. Dennis's assistance with the list of current SD members; 4) He gave a presentation at the TCA 2018 convention regarding the Endowment Fund which is progressing well, and funds also are being raised via the Heritage Membership program. He further noted that the Pacific Northwest Division contributed \$1500 to the Endowment Fund.

Secretary's Report: Mr. Dennis reported that his report was earlier e-mailed to the BOD. The SD's current status: 384 active; 398 inactive; and 62 deceased.

<u>Treasurer's Report</u>: Mr. Powell distributed copies of the SD's first and second quarter financial reports, to be included in the Fall newsletter.

<u>Communications Officer's Report</u>: Mr. Johnson appointed Bill Trappen to serve in this capacity until the next BOD election at the end of 2018. The Board appreciates the efforts of Linda Harris who previously served.

<u>National TCA Report</u>: Mr. Anyan reported that recently he presented a TCA 50-year membership certificate to SD member Earl Mueller. Mr. Johnson provided names of the following who also are to receive a certificate: George Blair; David Deinard; Evans Kavallines; Dale Kishbaugh; and Elliott Smith.

<u>The Layout report</u>: Mrs. Anyan reported that, with approval of Mr. Johnson, the Fall 2018 newsletter is delayed in printing and distribution in order to include the Orlando BOD Meeting Minutes and also a summary of the Strategic Planning Meeting minutes. A quorum of BOD members voted to increase the size of the newsletter from 12 to 16 pages.

<u>Kids' Club</u>: Mr. Woodward reported that he is working with Amy Fry from TCA National to send him labels by zip code of the younger (ages 5-12) and teen (13-17) SD members in order that he may send them a small token of appreciation from the SD.

<u>TCA 2020 Jacksonville Convention</u>: Mr. Johnson reported that he plans to attend a Department 56 (a U.S. manufacturer of holiday collectibles, ornaments and giftware, known for its lit Christmas Village collections and Snowbabies collection) gathering in Chicago in late September. Department 56 is partnering with the SD to host the 2020 convention, and they wish to share the trading forum with the SD at the convention and have their logo on marketing materials. He further reported that convention cars are being developed.

**<u>SD Meets</u>**: Orlando (9/15/18)</u>: Mr. Mills presented a detailed report of the September 15 meet, including a list of all of his and Bill Trappen's marketing efforts as well as sponsors and organizations that will be present.

<u>Jacksonville (11/17/18)</u>: Mr. Johnson presented for Henry Snyder, Meet Host, and reported that the venue remains the Morocco Shrine Auditorium (MSA) and again will offer the same layouts as in 2017. He further stated that the MSA building was sold, and the SD will search for a 2019 location.

Fort Pierce (2/2/19): Mr. Woodward presented for Al Galli that the venue again will be the Fenn Center. Flyers currently are being distributed, and the date should not create an issue since Super Bowl LIII is scheduled for February 3.

Largo (4/27/19): Mr. Anyan reported that the Minnreg Building again will serve as the venue. He further suggested that the Operation Lifesaver display be present at every SD meet as it is a worthwhile organization promoting the "Stop, Look and Listen" campaign at railroad crossings.









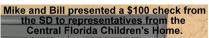




Most of the photos on this page are from Friday evening's dinner and "Show & Tell."



















### TCA Southern Division Board of Directors Meeting, September 14, 2018 (cont'd.)

<u>Recruiting</u>: Mr. Johnson reported that the division is searching for someone to become its webmaster, as long-time webmaster Jake Jacob has requested a replacement. This will also be discussed at the SPM.

Donation to the Desert Division for the 2019 Albuquerque Convention Auction: Mr. Johnson asked the BOD for suggestions, and it was decided that the SD will donate a 2009 Kids' Car.

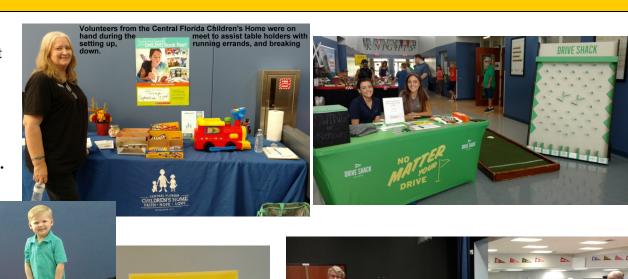
<u>Board/Officer Responsibilities</u>: Mr. Anyan made a motion to change the SD By-laws to reflect that "an SD board member may hold more than one but not more than two positions" in the event that a current board member becomes incapacitated. Mr. Anyan further motioned that a position of "President Elect" be created. Mr. Zschau seconded, and the board voted to revisit this topic at the SPM.

<u>Referral from TCA National</u>: Mr. Johnson reported a referral to the SD regarding a request they received from a producer/scriptwriter by the name of Harvey Rochman. Mr. Rochman states that he is a movie producer and desires for someone to write a script for a future Netflix film regarding the nostalgia of toy train collecting. His request states that he will assist in the script writing. The board voted to discuss this at the SPM.

Mr. Johnson adjourned the meeting at 4:00 p.m.

Dienzel Dennis Secretary

Photos on this page are from the meet. It was very well attended, and we thank all SD members who brought a meet back to the Central Florida area.





L-R: Judy Tashjian and Barbara Mills did a great job at the Registration Table!



TCA-Southern Division DAILY HERALD		
TCA-SOUTHERN DIVISION WISHES TO THANK THE FOLLOWING		
Aren & Porky Barne		
Catfish Place Restaurant Central Florids Children's Home		
Central Florido Railroad Museum Colonial Camera & Robby		
Creative Printing		
Crunch Fitness Damian Results and Staff		
Daniel (2 Pilo Engineering		
Dickie's BBQ Drive Shack		
Daskin Donuts-Moss Park		
Ernie Krillke - Workshop Presenter Function Realty		
Neetharn Florids Divide the Atlantic Coast 5 Gaugers- 5 Layout Jeff Mayer - Workshop Proceeder		
Jim Lowis - Warkshop Presentor-N scale Layout Eaffee Kep Kalo		
Lake Naza Middle School		
Lake Nona Middle School PTE Lake Nona Rotary		
LaQuinta Airport North Mary & Jock's Cafe		
Orange Peol Gazette Orlando Parente Magazine.com		
Papa Jon's Hot Dogs Roundhouse South Hebby Shop - Port Ozange, Fl		
Sem's Club-Lake Nees Spectrum Community Balletin Beard		
Sectional Printing Sweet Manuas Catto		
The Villages Model Trein Club O.Gauge Greep-Thomas Layout Tep Dog Car Wash		
Village Walk at Lake Nona Walmart-Lake Nona		
All The Area Businesses that Allowed us to Display Pipers		
On-Site Shew Volunteers:		
Reduce Miles Pour Sevenan Self Trailine Dear Lefran Derrer Andere Trailine Rescalt		
Disk forms		

TCA SOUTHERN DIV. WELCOMES YOU





# TCA SD Strategic Planning Meeting Summary September 16, 2018 LaQuinta Inn Airport North, Orlando, FL

The meeting was called to order at 8:30 a.m. by President Steve Johnson.

<u>Attendees</u>: TCA SD BOD Members: President Steve Johnson; Vice President Jay Zschau; Secretary Dienzel Dennis; Treasurer Mike Powell; Communications Officer Bill Trappen, and Past Presidents Brad Woodward and Charlie Anyan. Other attendees included John Bailey, Ray Deturo, Mike Mills, Marianne Napolitano, Richard and Judy Tashjian, Clark and Ilene Vegazo, and Mary Anyan.

### Attendance at train meets

<u>Train Meets</u>: Suggestions were made to include an appraisal desk and a help desk at the meet. If local organizations; i.e., Boy and Girl Scouts, Rotary Clubs, etc., personnel are willing to volunteer to assist in moving tables, helping during load-in and load-out, and running errands for table holders who sometimes are not in a position to leave their table(s), that would be a major help. Holding workshops during the meets drew positive and negative responses. The positives are that table holders as well as the general public may attend, and that draws people to the workshop holders' tables. The negatives are that table holders are not always able to leave their table(s) to attend, and Mr. Trappen reported that the Orlando meet drew a maximum of only 4 attendees (the high) at one workshop. Mr. Tashjian suggested that perhaps workshops could be held in a central location and randomly be held throughout the day as opposed to a scheduled time. Mr. Anyan stated that, if possible, all table holders and workshops should be kept in the same room.

<u>Friday Night Social</u>: After much discussion, it was decided Friday night social events will be encouraged and supported by the BOD at each meet, but the details of that social should be left to the discretion of individual meet hosts who will assess all aspects of cost, volunteers, location, types of program, etc.

<u>Action Item</u>: Solicit ideas and forward to the BOD for approval. Upon approval, Mr. Zschau will incorporate them into the Meet Host Duties and to the extent necessary into the Bylaws.

## **Regulating communications to members & BOD**

<u>Avoiding Overload</u>: Mr. Johnson stated that currently, email is the only form of communication; and that is effectuated among BOD members and electronic distribution of *The Layout*. Mr. Zschau mentioned that the Midwest Division sends eblasts when necessary. Mr. Johnson stated that the SD sends National an email and asks National to send eblasts for upcoming SD meets, and the charge is \$65/eblast. Mr. Powell eblasts the newsletter four times a year. Meet Hosts sometimes email table holders. Ms. Napolitano volunteered to phone all, active SD members to 1) update their information and 2) verify their receipt preference for the newsletter. Mr. Anyan also volunteered to do this.

<u>Allowing members to select what topics they desire to receive</u>: Mr. Powell, with Mr. Dennis' input, outlined the lengthy and labor-intensive steps taken every quarter to get *The Layout* distributed. Mr. Powell further stated that he is interested in relinquishing this job to someone else. To effectuate the process of allowing members to select topics would be time consuming and costly. Mr. Trappen suggested that an "SD Members Only" link be added to the SD website.

<u>Minimize copying people on routine messages</u>: Mr. Zschau feels there is needed an email "etiquette" to educate SD members and reduce the influx of emails going to those who do not need to be included. (A general rule is as follows: When a name is listed in the "To" box, the email is for that person or persons and may/may not require action. When a name is listed in the "Cc" box, those people "should" not reply or take action; the email is for their information only. When a name is typed in the "Bcc" box, only the sender will be able to view it – it will be hidden from the other recipients.)

### **E-Newsletter in addition to The Layout**

Should we have? The general consensus was that at this time the SD should keep communication to a minimum.

TCA SD Strategic Planning Session Summary, September 16, 2018 (cont'd.)

Who should do it? Mr. Johnson asked if the SD is willing to outsource its technology needs under the supervision of a tech-savvy member.

### **Social Media**

What is our goal? To promote the hobby with the intention of increasing membership in TCA and SD

<u>How is the goal measured?</u> Mr. Johnson reminded everyone that the SD owns a Facebook page, and his wife Linda is the administrator. This also has been stated several times in the newsletter, and members are encouraged to send articles, photos, etc. to Steve who will forward to Linda. (The Orlando Meet Flyer was listed as a "sponsored ad" which was widely disseminated, and it received 8,000 "hits.") Mr. Johnson stated that the SD pays Facebook \$20 each time a "sponsored ad" reaches a certain number of people.

Who should create social media postings? It was reiterated that social media advertising also could be managed by outsourcing.

<u>Is there a need for an outside contractor?</u> The pros and cons of each were touched upon. A vote was taken: Yes=11; No=3 for outsourcing social media and a web page.

### <u>Website</u>

This topic was discussed at the same time as social media. Mr. Trappen suggested that a "Members Only" link be added to the SD website, and the general consensus was positive. The SD also is in need of a webmaster as Jake Jacob has asked to pass on his responsibilities.

### Membership: New and Retention

What are young members seeking? It was suggested that young/er members seem to gravitate toward higher tech; i.e., command and control.

<u>How do we attract younger members?</u> In reviewing past train meets, it was noticed that small children gravitate toward the train play areas.

## Financial/Budgeting

<u>Reserves</u>: Mr. Powell has this information on file. Mr. Powell motioned, and Mr. Anyan seconded that the SD send a \$100 check to the Central Florida Children's Home. Mr. Dienzel suggested that Mr. Mills and Mr. Trappen hand deliver the check and have a photo taken for *The Layout*. The motion unanimously passed.

<u>What is a proper charge for events?</u> The general consensus is that \$5 per person is a reasonable charge, with exceptions as follows: Current SD Members & spouses = free; Children 12 years of age and under = free. The fee schedule was amended: active-only military personnel = free, whether or not they are in uniform, but they must present their military ID. The Jacksonville meet in November is the last show in which an adult is free when accompanied by a child aged 12 or under (which was limited to one per family).

<u>Sponsorships</u>: Mr. Zschau asked if the SD has or wishes to solicit sponsorships, and the general consensus is to remain status quo at this time.

## Structure/Administration/Organization/Leadership/Succession/Bylaws

<u>Evaluate and improve relationship with National?</u> Mr. Johnson stated that the SD's and National's relationship is stable. He also presented two, mock logos designed by Stu Rankin from METCA for the 2020 TCA National more Florida-related, recognizable items.

# TCA SD Strategic Planning Session Summary, September 16, 2018 (cont'd.)

<u>Should we consider setting up chapters in Jacksonville, Pinellas/Tampa, Orlando, East Coast (Fort Pierce, West Palm Beach, Miami)?</u> A discussion and consensus revealed that chapters are not necessary in the SD as this would only create additional financial burdens on members and also reduce current meet attendance and camaraderie. It was noted that currently, several, independent SD members meet informally on a regularly-scheduled basis at a pre-determined location to discuss and run their trains with non-TCA/SD people.

<u>Action Item</u>: Mr. Dennis encouraged all SD members to distribute TCA and SD marketing materials and encourage recruitment. He further stated that the SD should create pamphlets, much like TCA, for SD officers and members to distribute at certain designated events and places.

Implementing Strategic Planning: Action Item: Mr. Johnson, Mr. Zschau, and Mr. Anyan will examine committee structure.

<u>Should BOD meetings be on dates and locations different from train meet locations?</u> Mr. Trappen voiced that since all BOD meetings currently occur in the afternoon on the day before a meet, it hinders some of the general membership who hold jobs from attending. Mr. Johnson asked if reconsideration of two-day meets is in order. Mr. Vegazo stated that for SD members who purchase several tables, two-day meets are worthwhile as the set up and tear down for one-day shows is not cost-effective. Mrs. Anyan suggested conference calling the BOD meeting a few days prior to a meet and invite the general membership to listen in. Any items not for general membership inclusion could be addressed by the BOD on the morning of the meet. General consensus was negative. However, it was suggested that notification of a BOD meeting could be included in the Meet Story with the invitation extended for members to attend.

<u>Should we increase the number on the BOD?</u> Mr. Powell suggested that, rather than increasing the BOD, the SD actively recruits current members to assist with committees. Additionally, he reviewed the list of current SD committees (as listed in the "Vice President's Corner" of *The Layout*, Summer 2018, Volume 52, Number 3) and asked for volunteers to chair. Mr. Bailey volunteered to chair the Awards Committee, and Mr. Vegazo volunteered to chair the Communications Committee. Mrs. Vegazo suggested that each committee chair report to a designated BOD member. Mr. Mills suggested that the SD more aggressively increase its marketing efforts via t-shirts, logos, caps, etc.

In the alternative, should we give greater visibility to Committee Chairs? Mr. Zschau volunteered to review and update the Officers' Handbook and present to the BOD for a vote at their meeting prior to the Fort Pierce show in February 2019. He further suggested that the SD Rules and Regulations can easily be amended by the BOD which would not require change/amendment to the Bylaws.

Mrs. Anyan volunteered to type all SD documents, create flyers, table registration forms, etc. as they must conform to National's direction.

## Meeting Planning/Facilities/Logistics

<u>Meeting Planning</u>: Mr. Powell informed attendees that contracts for requested venues are to be sent to him. Mr. Zschau stated that insurance coverage is provided by TCA National for all SD meets, and there is no additional cost to the SD. Mr. Trappen asked if SD wishes to consider accepting credit cards at meet registration desks, which easily could be done by the "Square" device. The general consensus was negative at this time but may be revisited.

<u>Security</u>: Mr. Johnson and Mr. Zschau led a discussion on the increasing need for security at train meets; i.e., registration table, treasurer, theft, act of terrorism. It was decided that each meet host should research security in his/her area and present their findings to the BOD well in advance of the meet. If an off-duty police officer or armed guard is contracted, could the cost be absorbed by increasing the table holder fee?

The meeting was adjourned by Mr. Johnson at 3:05 p.m.

Submitted by Mary Anyan *The Layout* Editor

# YOU ARE INVITED .... on Friday, November 2, 5 - 9 PM ....

# ... to Clark and Ilene Vegazo's 11th Annual Open House & Classic Car Display!







If you attended last year's event, you'll recall the fun, delicious food, really cool classic cars, and live band. Come enjoy them this year!

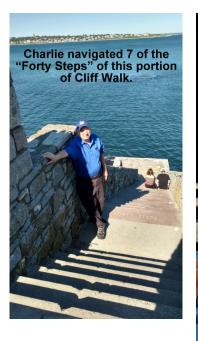
For additional information, contact the Vegazos at 386-740-1293. Address: 2225 West Dale Circle, Deland, FL 32720



TCA 2018 Convention - Rhode Island The Southern Division sincerely thanks everyone who worked so hard to put on a fun and interesting convention.

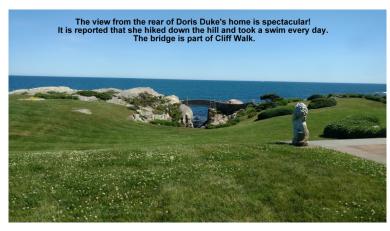


SD Member Al Michelini and wife Laura's fabulous home in Newport







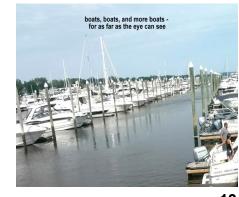






**Above**: these topiary camels represent two, real camels given to Duke as a gift by a Saudi prince and kept at Rough Point. Reportedly, during a hurricane Duke brought the camels into her solarium for safety, after having all of the furniture removed and straw laid on the floor. Two Queen Anne mirrors were not removed; and when the camels saw their reflections, they charged the mirrors and destroyed them. The mirrors were repaired and still hang in the solarium.







Amy Fry, Membership and Program Coordinator at TCA National, received a Certificate of Appreciation at the Banquet.









Banquet entertainers "Ridin' the Rails" were fun and talented - their home base is in Nashville.







# Upcoming 2018 Florida Train Meets/Shows

**October 6**: 65<sup>th</sup> Florida Rail Fair, Volusia County Fairgrounds, **Deland** 32724 (contact Charles W. Miller, 703-536-2954, rrshows@aol.com; www.gserr.com **(Golden Spike)** 

<u>October 13</u>: Columbian Club of Osceola County, 2000 Neptune Rd., **Kissimmee** 347449 (Joe Schramm, joe @regalrailways.com; 727-441-2159; <u>www.regalrailways.com</u> (Regal Railways)

**October 13**: 2018 NMRA Convention, Strawberry Sunshine Limited Model Train Show and Sale, 9A-3P, John Trinkle Center Plant City Campus HCC, 1206 N. Park Road, **Plant City**, <u>www.sunshineregion.org</u>

\*October 18-20: York Fairgrounds, York, PA (Eastern Division)\*

October 27: New Lake Civic Association, 8330 Civic Rd., Port Richey 34668 (Regal Railways, above)

<u>November 3</u>: First Christian Church, 1908 SE Ft. King St., **Ocala** 34471 (9A-4P), contact Bob Chadwick 352-694-6381 (Silver Springs Lions Club)

<u>November 4</u>: Zitnik Trains Fall Parking Lot Show, 5193 73rd Ave. N., **Pinellas Park** 33781 (Selling 9A – 1P) (Dave & Gale Zitnik: (727) 201-9668

<u>November 17</u>: Morocco Shrine Auditorium, 3800 St. Johns Bluff Rd., **Jacksonville** 32224, 10A-3P (Southern Division - *Meet Story in this issue*)

November 17: Hillsborough County Fairgrounds, 215 Sydney Washer Rd., Dover 33527 (Regal Railways, above)

<u>December 1</u>: Schultz Space Coast Train Show, Azan Shrine Temple, 1591 W. Eau Gallie Blvd., **Melbourne** 32935 (Schulz Space Coast Trains, SchultzSpaceCoastTrains.com, 321-805-1963)

December 1: Lopez Hall, 7177 58th St. N., Pinellas Park 33781 (Regal Railways, above)

**December 8-9**: 10<sup>th</sup> Annual Derrick Dean Wagner Memorial Toy & Train Show, St. Marks School Gymnasium, 3395 Burns Rd., **Palm Beach Gardens** 33410, 9-3 Sat, 11-3 Sun, for info contact Will Wagner, 561-373-9603, <u>Derrickwagnerfoundation.com</u> or <u>wwainc@comcast.net</u>. Website: <u>www.DerickWagnerfoundation.com</u>

<u>December 15 & 16</u>: Tampa Model Show, Florida State Fairgrounds, Special Events Center, 4800 U.S. Hwy. 301 N., Tampa 33610 (Golden Spike, above)

<u>Notes</u>: 1) The Fort Pierce meet will be held <u>February 2</u>, 2019 - see Meet Story in the Winter issue of *The Layout*. 2. The Largo Meet has been moved from January 2019 to <u>April 27</u>, 2019 - see Meet Story in the Winter issue of *The Layout*.

Please send notices of upcoming Florida train shows to Jeff Mayer, jcjmayer@gmail.com or call 321-297-0501.

# Promotion and Attendance at Train Meets

In order to promote awareness and thus attendance, we will print a schedule of upcoming shows in each quarter's *The Layout* and on our Southern Division website (<u>www.tcasoutherndivision.org</u>). Another way these meets are promoted is by having flyers about upcoming shows available at each show, thus marketing to folks who already have evidenced an interest in trains by attending the show. We are looking for TCA SD members to assist in that distribution. If you plan to attend any train-related meets, shows or other events, please contact **TCA SD Vice President Jay Zschau** (email: <u>jayz@penningtonlaw.com</u> or phone 727-784-8490) and let him know. Jay will get flyers to you to take to the meet and leave out for others. If possible, please give Jay at least a week or more notice to ensure he has time to get the appropriate flyers to you. Thanks for your help!

Train Collectors Association Southern Division 1800 Follow-Thru Rd. N. St. Petersburg, FL 33710-3724 Non-Profit Organization US Postage Paid Permit #717 St. Petersburg, FL 33730-9541

		SWITCH LIST		
Are you ready to <b>Sell</b> or <b>Thin out</b> your <b>Train and Toy collections?</b> Please call <b>Dick Wilsen</b> (Sarasota): <b>941-374-</b> <b>2288</b> .	American Flyer Trains by A. C. Gilbert. Buy, sell, repairs done. Diesel bushings redone. Single motor, \$25; Double motor, \$40 (includes general servicing and parts). Call or write Chris Lucibello: 2483 Pinellas Point Dr. S., St. Petersburg 33712; 727-867-3465, email: <u>karen.lucibello@verizon.net</u> .			
I am always looking to buy pre-war, post-war and modern era O gauge trains as well as G gauge and Marklin trains. I am in Hobe Sound in Southeast Florida. Contact Al Galli, 772-219-7653, email: algalli@embarqmail.com		For Sale: Std. gauge tracks both Ives & Lionel good cond. need cleaning; misc. std. gauge switches 222 green & black; elec. 210 green & black manual; "O"guage switches 3 pair 022; & other assorted #s. All in working order, make offer. Jeff Sawyer (904) 891-7395 or email jeff.sawyerriviera@att.net		
"Wanted by Alaska Railroad Collector, Lionel Alaska #9117 TCA" marked black covered hopper from 1978. Comes with no box. Any condition accepted except completely destroyed. Call Don at 772-281-2316. Thank you in advance for your help.				
Switch List is a free service to Southern Division Members. Send your ads (space permitting) for trains for sale/wanted/trade to Mary Anyan. Ads must be renewed prior to each issue of <i>The Layout</i> . You may renew your ad for one issue at a time by contacting Mary via email, <u>mia1@tampabay.rr.com</u> , or snail mail, 1800 Follow-Thru Rd. N., St. Petersburg, FL 33710.				
The deadline for articles, photos, etc. for the next issue of <i>The Layout</i> is				

December 1, 2018. Thank you.