

THE LAYOUT



SUMMER 2019

VOLUME 53

NUMBER 3

All Tracks Lead Back To Orlando in September 2019

Based on last year's overwhelming success, the Southern Division is returning to Lake Nona for an exciting TRIFECTA of Train-Filled Events!

COMING SOON



Orlando "Show-and-Tell" Party Bonus Presentation: Don't miss the talk by Stan Thornton, Chief Operating Officer of the Greater Orlando Aviation Authority, who will discuss the Airport's new Intermodal Terminal shown above on the Friday evening (September 20th) before the Meet. More details on Page 5.

2020 Convention Souvenir Water Tower orders are being taken NOW! The order form is an attachment to or insert in this newsletter!

Friday, September 20th & Saturday, September 21st !

Event details start on page 4!

At left is an artist's rendering of the new Intermodal Terminal at the Orlando International Airport which will include stations for at least two, new Passenger Trains. (photo from the Greater Orlando Aviation Authority <https://www.orlandoairports.net>)

Stan Thornton is the Chief Operating Officer for the Greater Orlando Aviation Authority and is responsible for managing the daily functions of the Orlando International and Orlando Executive Airports. Orlando International Airport serves more than 42 million passengers annually, making it one of the busiest airports in the State of Florida.

He has more than 35 years of experience in construction and airport management in both the private and public sectors. In his prior roles at the Aviation Authority, Stan managed the Maintenance, Construction, and Engineering Divisions where he was responsible for the planning, implementation and oversight of maintenance and renovation programs, and all construction projects for the Aviation Authority.

Mr. Thornton holds a Bachelor of Science Degree in Management and a Master of Business Administration Degree in Technology Management from the University of Phoenix.

In This Issue

* SD Board of Directors, et al	2
* SD President's Message / Website News	3
* Lake Nona/Orlando Area Meet Story	4
* Orlando Meet Map	6
* Largo BOD Meeting Minutes	7
* Largo Meet Photos	9
* New 2020 Tampa Bay Area Venue	11
* TCA National Social Media	11
* Tampa Train Day Photos	12
* Elliott Smith Article	13
* 2020 Convention Souvenir Water Tower Story	14
* Vice President's Corner	16
* Upcoming 2019 Florida Train Shows / Events	18
* Switch List	20

Page

Attachments / Inserts

1. 2019 1st Quarter Treasurer's Report
2. Lake Nona/Orlando Area Flyer
3. Lake Nona/Orlando Area Table and Event Registration Form
4. Jacksonville Flyer
5. Jacksonville Table Registration Form
6. 2020 Convention Souvenir Water Tower Order 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@fjdcpa.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
dieden39@aol.com



**Southern Division Webmaster/
Assistant Facebook
Administrator**
Bill Porter
Phone: 561-791-1781
wpporter@duckburg.us



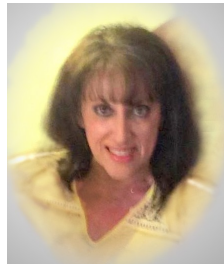
Treasurer
Mike Powell
Cell Phone: 585-781-4996
MBPowell@aol.com



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



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



***The Layout* Editor**
Mary Anyan
Phone: 727-345-0288
Maryanyan.mia1@gmail.com

Address Changes

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

Check out the Southern Division Website:
www.tcasoutherndivision.org and also our Facebook page: [Train Collector's Association-Southern Division](#).
Send FB submissions to Steve Johnson (for Linda) or Bill Porter.

Members ~

Thank you to the many who electronically receive your copy of *The Layout*.



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

by
Steve Johnson



The Largo meet was held on April 27 at the MinnReg Hall. Although I was unable to attend, I was told that Meet Host Charlie Anyan hosted a fun show. Advertising for this show was widespread, and feedback is that everyone had a great experience. Also, we've got a new date *and* a new venue for the 2020 Tampa Bay Area show.

Mike Mills, assisted by Bill Trappen and Jeff Mayer, already is well underway planning this year's show on September 21 at Lake Nona Middle School in the Orlando area. Plan to attend the Friday Show & Tell as well as the Saturday Awards Banquet. Mike has a wonderful and devoted group of helpers, and I have no doubt that it will surpass last year's smashing success! See the Meet Story on pp. 4-5.

In addition to the meet hosts mentioned above (as well as Chuck Bryner working on the November 23rd show in Jacksonville), we have a great and dedicated group of volunteers. Many thanks to Bill Trappen who stepped up as our Communications Director. Bill's very busy in that role but also has devoted countless hours to his other role as Convention Car Chair for the TCA 2020 National Convention. Our VP Jay Zschau continues to fill roles in many different aspects at both the Division and National levels of TCA, from Membership Recruitment, By-Laws review/update, and Strategic Planning initiatives.



Plans for the TCA 2020 National Convention to be held at the Hyatt Jacksonville Riverfront, June 21-28, are proceeding on schedule. As previously reported, this will be a joint convention with the Department 56 Collectors. My standard appeal for help from all SD members remains. We're always looking for volunteers to help the division in many different capacities, particularly for meet hosts and for the 2020 convention, where we'll need an army of volunteers to help with everything from load in and out (trading floor) to security to tour escorts. We're still looking for folks to sit at a table in Orlando in September 2019, York in October 2019, Jacksonville in November 2019, Fort Pierce in January 2020, Pinellas Park in February 2020, and York in April 2020 to promote our convention. If you are interested in helping, please let me know as I have lists compiled for ... everything!

As always, I'm always open to input with fresh ideas or even constructive criticism; so feel free to email, call, or stop and chat with me at one of our upcoming meets.

Happy Collecting!

Steve

Website

Bill Porter

wporter@duckburg.us

Send photos!

We wish to decorate the SD's website with some photos of members' trains.

We'd like to see one or two images of the trains in your collection, so please send them to me. Those photos will be distributed around the site on various pages.

Thanks!

Orlando / Lake Nona Train Meet & Show Event Details

Event #1: on Friday evening starting at 7 p.m., we are repeating last year's very popular "Show-and-Tell" Party and kicking it off with a Special Presentation.

Event #2: on Saturday, the second annual Lake Nona Train Meet/Show will open to members at 9 a.m., to the public at 10 a.m. and close at 3 p.m. (a Members' Business Meeting will be held at 9:30 a.m.).

Event #3: after the train show on Saturday, plan to attend an early evening Dinner Party starting at 5 p.m. during which we will enjoy socializing and good food and then present awards to several, very special members.

More Details Follow So Make Your Plans to Join Us for All 3 of These Activities!

Train Show Venue: Saturday, September 21st at the Lake Nona Middle School. The school is located at 13700 Narcoossee Rd., Orlando 32832. Lake Nona is one of the fastest growing communities in the country and just 12 minutes southeast of the Orlando International Airport, with easy access from both State Rt. 528 (The Beach Line) and State Rt. 417 (The Greenway). The school has high visibility along Narcoossee Road with easy access to the premises. This year we will have exclusive and ample parking for table holders which will be well marked at the rear of the cafeteria, which in turn will allow more parking spaces in the front for the large crowds that are expected. We again will be setting up in the spacious Cafeteria with its easy load-in/load-out access. Of special note: this year the school staff will be prepping the room earlier to eliminate the table issues that some of our table holders experienced last year. See photos of last year's Lake Nona Meet on p. 6 in this issue.

Table Holders & Layout Set Up: Friday, 4:00-6:30 p.m. & Saturday, 7:00-9:00 a.m.

Tables: 8' Tables cost \$20 for TCA/SD members and \$30 for TCA non-SD members. Please send in your Table and Event Registration Form with payment by **September 7th** to assure your spot.

Meet Host: Mike Mills, cell 612-382-0325, email: Flyermike1949@gmail.com, co-hosts **Bill Trappen and Jeff Mayer** (If anyone is interesting in assisting us or if you have any questions, please contact any of us.)

Show Activities: Layouts and Displays, door prizes for kids, adults and table holders, a Kids' play area, and the always popular Scavenger Hunt for families and Drag Races for kids! We again will offer workshops. Topics will include Scenery and Structures, Modern Electronics, and Intro to the Hobby. Our veteran presenters will be Jeff Mayer, Ernie Krillke, and Jim Lewis. In addition, we will have a special presenter, Bob Schall, who will be sharing his 19 years of experience as a Disney Railroad Engineer at The Magic Kingdom.

Food: Refreshments again will be tied to community organizations: The Central Florida Children's Home; Lake Nona Middle School; and a Scout Troop. There will be food for all tastes including a vendor serving New York Style Hot Dogs. The groups will act as food runners so that table holders can keep selling!

Lodging: The Official Meet Hotel will be the NEW Holiday Inn Express, 10115 William Carey Dr., Orlando 32832 (corner of William Carey Drive and Narcoossee Rd.) 1.5 miles north of Lake Nona Middle School. The room rate will be \$129/night which includes breakfast - call 407-207-7001 and mention the TCA/SD Train Show. In addition to the official meet hotel, rooms may be obtained at last year's popular choice, La Quinta Inn & Suites - AIRPORT NORTH, 7160 N. Frontage Rd., Orlando 32812. The rate will be \$109/night and includes breakfast - call 407-240-5000, ask for Manager Paul and mention the TCA/SD Train Show. FYI: There are two, nearby Marriott properties, and all of the major hotel brands can be found on the North side of the Airport.

Orlando Meet Story (cont'd.)

Back by Popular Demand: Friday Evening "SHOW & TELL" with a Very Special Guest Speaker

The "Show & Tell" Party once again will be held from 7-9 p.m. at Mike's VillageWalk Community Town Center Ballroom, 8524 Insular Lane, Orlando 32827. The Community Town Center is very near Rt. 417 and Lake Nona Blvd. This year there will be snacks and beverage service, provided at No Charge by your Southern Division Board of Directors. Kicking off the gathering this year and arranged by SD member Frank Barczak, we are honored to have as our Guest Speaker the Chief Operating Officer of the Greater Orlando Aviation Authority, Stan Thornton, who will share with us information about the new Intermodal Terminal being built at the Orlando International Airport. See the artist's drawing on the front page of this newsletter as this will be a station for at least two and possibly three, *new* Rail Lines!

Mr. Thornton will provide an update on the Intermodal Terminal with special focus on the planned trains and railway infrastructure. This terminal is nearly completed and will be the northern terminus of the Virgin Trains USA passenger train which is already running between Miami and West Palm Beach. Ground was broken for construction of the Orlando extension from WPB in May of this year and when completed in 2022 the trains will run as fast as 125 miles per hour on the new trackage between Cocoa and the Airport. This is a significant and noteworthy project for all rail fans, especially we here in Florida, as it will link airline passengers and local residents with the first, privately-financed, high-speed, long-distance passenger train in the country! The terminal also will include a station for a planned extension of the Central Florida SunRail commuter train. And, Virgin Trains is also planning a new route to carry passengers from the Airport to Tampa with a stop at Walt Disney World.

So bring a train-related item to share with the group after the presentation. VillageWalk Community residents also will be invited to attend, and we hope to recruit some new members among them. Although this event is free, please **R.S.V.P. on the Table & Event Registration Form**.

SATURDAY EVENING BONUS: SOUTHERN DIVISION AWARDS DINNER

Following Saturday's Meet, we are bringing back a tradition from past SD Meets - the Awards Banquet. This event will be held at Bill's favorite Lake Nona restaurant, Sweet Mama's (10743 Narcoossee Rd.). So that out-of-town members won't have to stay overnight if that is their preference, festivities will start early at 5 p.m. Dinner will feature three Buffet Entrees, Salad, Beverage and Dessert for only \$10 per person. Beer and wine will be available for an extra charge. **R.S.V.P. REQUIRED (see Table and Event Registration Form)**.

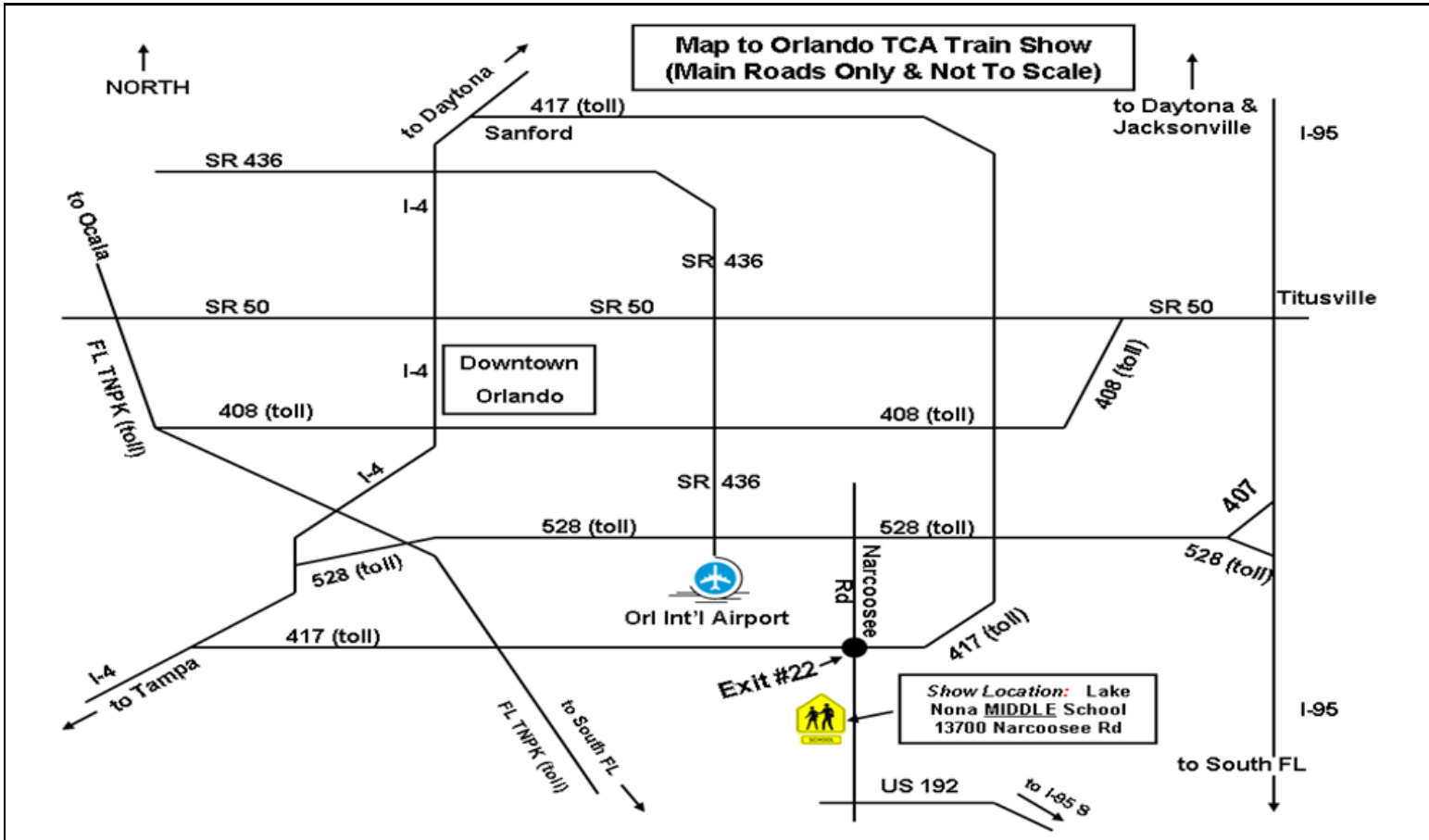
We will be graced with Dienzel Dennis as Master of Ceremonies. Our guest from the Meet Seminars program, Bob Schall, will share more of his knowledge and experiences on the Railroad at Disney World's Magic Kingdom.

John Bailey is our Awards Committee Chairman, and along with Jay Zschau can answer any questions about the Awards Banquet you may have.

As always, we are hoping for all of your support so that we can continue to bring our Train Meets back to Central Florida.

As mentioned elsewhere in this newsletter, the Southern Division is hosting the 2020 TCA National Convention in Jacksonville on June 21-28; so there will be a Convention Information Table at the Show. Lastly, table holders - remember to bring starter sets, kids' items, and first-time-buyer items which will appeal to the young families in the area.

We're looking forward to seeing all of you on September 20th and 21st.



photos from
2018 Orlando
Meet



TCA Southern Division Board of Directors Meeting Minutes

April 26, 2019

The MinnReg Hall, Largo, FL

The meeting was called to order at 3:15 p.m. by Vice President Jay Zschau.

Mr. Zschau called roll with the following in attendance: Mr. Zschau; Secretary Dienzel Dennis; Treasurer Mike Powell; and Communications Officer Bill Trappen. Past President Charlie Anyan briefly attended to update the board on the status of tomorrow's show. Meet Host Mike Mills briefly attended to update the board on the status of the Lake Nona/Orlando area meet on September 21. Also in attendance was *The Layout* Editor Mary Anyan.

The minutes of the Fort Pierce BOD Meeting were approved and printed in the Spring issue of *The Layout*.

Mr. Zschau advised that several committees met during the York meet in April. Mr. Trappen stated that the Jacksonville 2020 proposed convention cars were approved and also that MTH replaced their original car offering with a better one. Mr. Powell advised that SD member Mike Setzer, who attended the York meet, mentioned that the 2020 convention plans are progressing nicely. Mr. Zschau requested volunteers to assist at tables at the upcoming Albuquerque National Convention, the Fall 2019 York Show, and the Spring 2020 York Show. Members are needed to sell convention buttons, t-shirts, etc., to promote the event. Please contact any board member if you are able to assist at any of the above.

Mr. Zschau complimented Mr. Powell and Mr. Trappen for their efforts in updating the SD's Officers' Handbook. Mr. Zschau offered that this subject will be revisited at the next board meeting in September.

Mr. Dennis reported that the SD membership currently lists 417 Active, 424 Inactive, 1 Honorary, and 70 Deceased on the rolls. If anyone has a change of address, phone number and especially e-mail, please directly notify him.

Mr. Powell distributed copies of the SD's 2019 1st Quarter Treasurer's Report which contained the Fort Pierce Meet summary. Also at Fort Pierce was sold a *Greenberg's Guide to Lionel Trains O Gauge - Volume 1: 1915-1928* by Bruce C. Greenberg, Ph.D.

Mr. Trappen presented the Communications Officer's Report.

1. Paid Ads/Announcements for the Largo Show were submitted to the Tampa Bay Times newspaper and the Classic Toy Trains & Model Railroader Magazines.
2. Free ads/announcements were submitted to the TCA National HQ News plus internet sites such as the OGR Forum, the TTML & Lionel FasTrack Yahoo Groups, the Model Train Forum, Tampa Bay Craigslist and the Rail-Serve.com train show listing site plus Facebook.
3. Copies of flyers for the Largo and Orlando shows were printed and placed on tables at train shows in Kissimmee, Ocala, Deland and Melbourne plus shows on the west coast of Florida. Table Registration Forms for Largo and save-the-date cards for Orlando were distributed to TCA table holders at shows in Kissimmee, Ocala, Deland, and Largo.
4. Mr. Trappen drafted a Revised Door Prize Coupon/"How did you find out about the show?" survey form for the Largo meet.

(continued on p. 8)

5. Mr. Trappen also created an advertising checklist and customization of the Door Prize Coupons for each meet.
6. The SD's new webmaster, Bill Porter, is doing a great job not only in what is visible to the reader but also in the "behind-the-screen" streamlining of the operation of the website. Mr. Porter has overhauled the website to make it load faster and has added considerably more content such as photos and links to other train-related sites to maintain reader interest.

As social media seems to be the way of the future, the SD's Facebook page (Train Collector's Association-Southern Division) was discussed at this time. Linda Johnson, wife of President Steve Johnson, is the Administrator. Send articles, photos, etc. to Steve, and he will pass them along to Linda. (Editor's Note: Bill Porter now is the Assistant Administrator.)

Also discussed was a recently launched TCA National social media presence on Facebook, Instagram and Twitter. The connects are Facebook: Train Collectors Association TM; Instagram: @TrainCollectors Association; and Twitter: @TCAnational. Make sure to "Follow" them - and invite your friends to do so as well. In addition, the TCA has a new group in which members and non-members are welcome to join and share the love of toy trains. The group may be found on Facebook: TCA-Train Collectors Association Toy Trains Discussion. Several photos are included, and SD members are encouraged to submit photos of their train treasures – and the history behind them.

Mr. Zschau reported that declining membership in the TCA is a major issue. The majority of current members are between the ages of 70-79, with only 1300 members below the age of 60. The WIN BIG initiative is being revamped, with gift cards perhaps replacing locomotives. A discussion followed with ideas offered for targeting new members: i.e., Boy and Girl Scouts; local 'R clubs, etc. Mr. Mills broached the subject of soliciting someone well known to be the spokesperson for TCA National and/or SD. Several names were considered, and this may be revisited.

Mr. Zschau also reported that the TCA Endowment Fund has \$325,000+ which is used to fund educational and charitable initiatives.

Mrs. Anyan reported that items for inclusion in the Summer issue of the newsletter are due to her not later than June 1.

A discussion regarding the SD Awards Committee was held. SD Member John Bailey is the Chairman, and all are welcome to submit nominees to the board of directors for their consideration. They will then forward that information to Mr. Bailey, who is responsible for working with a trophy company.

Mr. Anyan predicted a successful Largo meet tomorrow, and all tables are sold. He further stated that thanks to his and Mr. Trappen's efforts, more advertising was done for this meet than in previous years. The board was reminded of the open house this evening at Zitnik Trains.

Mr. Mills reported that plans for the September 21st show in Lake Nona (Orlando area) are progressing on schedule (see Meet Story on page 4 of this newsletter).

Mr. Zschau reported that the contract was signed and a deposit was submitted to the Morocco Shrine Auditorium for the November 23 Jacksonville show.

(continued on p. 11)

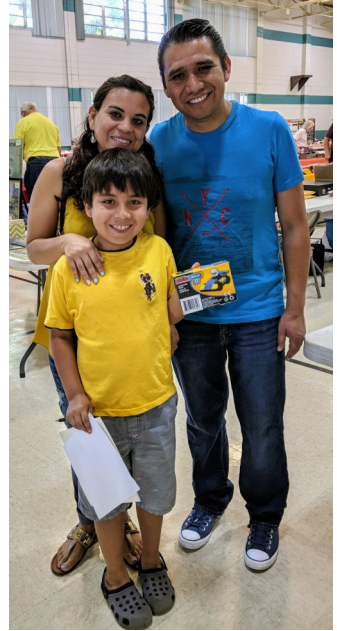
Largo Meet Photos !



The children's play area was a hit!



Carl Neidlinger



John Dale & John Schleicher



Charlie had as much fun at the drag race as the kids!

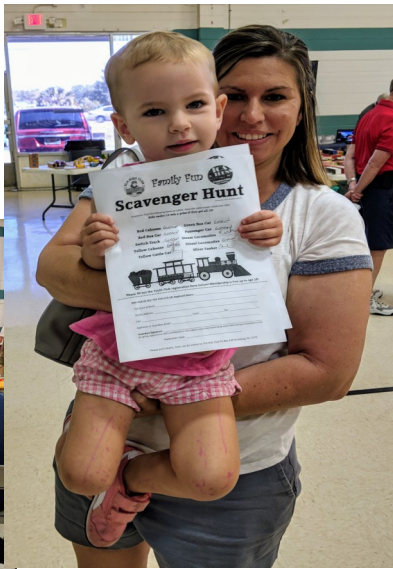


Guy Ateniese



Registration Desk volunteers ~ L-R: Fran, Jim Spangler, and Mary Anyan

more Largo Meet Photos!



This happy grandpa, his son & his two grandchildren were from England!



door prize winner & her dog being presented her gift by Dienzel (See how excited the dog is!)



Barry Laderer



Jim Langston



Bill Haw



Chris Eirich showing his fun bridges

Mr. Trappen discussed increasing advertising and promotion of SD Train Meets. He sent an email to the BOD on April 24, 2019, expanding on Mr. Anyan's initial comments. It was suggested that a committee be formed to solely focus on increasing attendance at shows. It also was requested that future flyers be created only in black & white due to copy quality. It was mentioned that the 2020 Jacksonville Convention should be advertised on any upcoming marketing tools for shows; i.e., Orlando in September and Jacksonville in November, and that the convention logo and slogan "Make Trax to Jax" also be included.

At the bottom of every "Upcoming Florida Train Meets/Shows" page in the newsletter is a paragraph titled "Promotion and Attendance at Train Meets." The board encourages its members to take every opportunity to market our shows.

Mr. Powell motioned to adjourn, seconded by Mr. Trappen, and Mr. Zschau adjourned the meeting at 5:20 p.m.

Submitted by
Mary Anyan
The Layout Editor

New
Tampa Bay Area Train Show Date and Venue!

We have secured a new venue in the Tampa Bay Area for the 2020 train show on **February 22**.

The Pinellas Park Performing Arts Center will host our show, and we are excited about this facility. It will cost the SD approximately half of what the MinnReg charged! The facility was remodeled in 2015 and is well-maintained, brightly lit, has easy load-in / load-out areas, plenty of free parking, and the staff is very cooperative. Load in will be **all day** on Friday and again on Saturday morning.

More information will be forthcoming at the Orlando BOD Meeting and published in the Fall issue of *The Layout*.

See you there in 2020!

TCA National Launches New Social Media Presence

TCA National recently launched a new social media presence on Facebook, Instagram and Twitter. The connects are **Facebook**: Train Collectors Association TM; **Instagram**: @TrainCollectors Association; and **Twitter**: @TCAnational. Make sure to "Follow" them - and invite your friends to do so as well. In addition, the TCA has a new group in which members and non-members are welcome to join and share the love of toy trains. The group may be found on Facebook: TCA-Train Collectors Association Toy Trains Discussion. Several photos already have been posted, and everyone is encouraged to submit photos of their train treasures – and the history behind them.

Tampa Train Day May 11, 2019



More
photos on
p. 17

Thanks to SD members
John Schleicher and
Augie Staebler for
representing our
division at Tampa
Train Day.

Augie commented that
they were so busy, and
he wished all train
shows enjoyed that
much attendance.



Elliott Smith Award

by
Dienzel Dennis

We have so many outstanding members in our Division who have made a great name for themselves in our hobby, in the TCA, and in the Southern Division. We even have ex-TCA presidents, along with many others who have realized noted accomplishments within our hobby. However, this month we wish to honor a long-time member who is still very active in the hobby, Elliott Smith. Elliott was born in Brooklyn, New York, and fell in love with toy trains at a very young age. His interest in these little items never ceased, and he continued to grow deeper and deeper into the hobby. As a young man he started buying, selling, and trading these items until eventually he opened an electric train business. He sold trains, repair parts, etc., all over the state of New York as well as the entire Northeast. Much like others in this hobby, he joined all of the train clubs that started popping up in the middle of the last century. One of those was the TCA, which brings us to this point today - Elliott is honored for having been a member for over 50 years. Upon retirement, at least semi-retirement, he moved to St. Augustine where he currently owns and runs a KOA campground. In fact, he is in the process of building a large and beautiful full-scale layout that will be fully scenic with the most up-to-date technology and also on multiple levels. I have seen some photographs of his progress, but I can't wait to see it with my own eyes and not through just pictures and videos.

Elliott was surprised and honored with the presentation of his 50-year certificate and the "lapel pin" celebrating this Golden Anniversary achievement. The awards were presented at the local Daytona Beach/Port Orange monthly Club Night by Dienzel Dennis, the SD Secretary. Tony Rotunda, owner and operator of Roundhouse South Hobby Store, offered his congratulations as well. Tony also is a long-time member of the SD and goes all out to host our Club Night on the first Wednesday of each month. If you are ever in the area during this time, stop by and run trains, have a snack with us, and congratulate Elliott for his achievement.

Editor's Note: Dienzel has promised to write an article on the 20th Anniversary of the monthly club night in an upcoming issue of *The Layout*.

Below: SD Member Elliott Smith was presented his TCA lapel pin and 50-year Certificate by Dienzel.



Below: Tony Rotunda, owner of the Roundhouse South Hobby Store in Port Orange, FL, offered his congratulations as well.



2020 JOINT TCA & DEPARTMENT 56 COLLECTORS CONVENTION SOUVENIR WATER TOWER

As you know the Southern Division is hosting the 2020 TCA National Convention in Jacksonville next June. Our convention represents a new era for the TCA as this will be the first-ever joint convention with another organization, and our partner will be the Department 56 (D56) Collectors represented by the Jacksonville-based club known as the "North Florida Village Collectors." Many TCA members also collect D56 village buildings and accessories so you are likely already familiar with D56.

One of the traditional features of a TCA convention is the production of a set of souvenir convention cars specially designed for the convention. The souvenir cars for our convention were unveiled at this year's TCA Convention in Albuquerque, so watch for the order form from the TCA with artists' renderings of the cars. Although many D56 collectors also collect trains, the majority do not. Therefore, to supplement our convention cars our Convention Committee decided to also offer a souvenir item that would have crossover appeal to both train collectors and D56 collectors.

One of our convention tours will be the Naval Air Station in Jacksonville. The official mascot of the station since 1941 has been an image of a baby duck hatching from an egg wearing aviator goggles and head gear because back then NAS Jax was the primary training center for Navy pilots. The baby duck image is not just any baby duck but a Disney Duck!

The members of the Committee remember the large water tower at NAS Jax on which the duck aviator mascot logo was painted for many years. Although that water tower has since been repainted, the duck's logo still adorns a fuel tank at the station as shown in the accompanying photo. Therefore, to commemorate the first-ever Joint TCA & D56 Collectors Convention, your Southern Division is offering a Navy Blue & Yellow Special, Limited Edition, D56 Water Tower featuring the Disney Duck Aviator Logo. As shown in the accompanying artwork, this colorful tower also displays the logos of the TCA, D56, and our SD. It is 11½" tall, and the base is approximately 4½" by 4½".

This industrial-style tower is a very appropriate souvenir for a Joint Convention of train collectors and D56 collectors as it would look at home on a toy train layout as well as in a D56 village display. Plus, Disney collectors will want this tower as will Navy veterans. To all veterans, we THANK YOU FOR YOUR SERVICE, and this tower would deserve a special place on display in your home honoring your service to our country.

This tower will be very limited production. We already have received orders from TCA members at the Albuquerque convention and also from D56 collectors at their recent, annual gathering in Cincinnati. So that you don't miss out on this unique souvenir, place your order today using the Order Form attached to or included with this newsletter. You may order as many as you wish, but the order deadline is **October 31, 2019**.



(continued on p. 15)



Orlando
9/21/19

Jacksonville
11/23/19

Fort Pierce
1/25/20

Pinellas Park
2/22/20

**"Make Trax
to Jax!"
6/21-28/20**





VICE PRESIDENT'S CORNER

by
Jay Zschau

Improving TCA Membership

As we all know, membership in TCA nationally has decreased in recent years. The decrease has been attributed to many conditions, such as our aging demographic, declining interest among the younger generation, competition from venues (commercial train shows, e-Bay, auctions, etc.). It is clear that TCA needs to reach a younger demographic, and we must also reach out to the new collectors. Among that group are the layout operators who operate in various gauges and who are very interested in scale modeling.

So, what must TCA do to address this issue? The ability to attract and sign up new members begins at the grass roots level. TCA National has made suggestions to the Divisions and Chapters as to positive steps they can take to increase TCA National and Division membership. The first such step is to select a person at the Division level who can act as an overall marketing-membership chairperson. That person would have the following responsibilities:

- support the “**WIN BIG**” campaign
- follow up on Social Media inquiries
- follow up on membership inquiries that come from the website
- manage the “Orange Bag” initiative at Division open events
- provide follow-up results to the National Business Office (NBO)

Your Southern Division is in the process of naming the overall marketing-membership chairperson whom National Headquarters is calling the “Membership Czar.”

So, reviewing what all of this means from our perspective, the “WIN BIG” campaign will continue into the next fiscal year. It will, however, be modified by substituting gift certificates in place of the Vision Line and MTH Big Boy Locomotives. The gift certificates will be usable with some of the vendors who support TCA nationally. The National Marketing Committee is in the process of developing agreements between the TCA and the vendors. As part of the membership sales activities, a membership table will be set up at all general public events and will have information available to non-members on the advantages of TCA membership as well as membership applications for people to join the TCA. The “Membership Czar” also will be on site to answer questions from prospective members. This also will provide an opportunity for us to invite a prospective TCA member to join the SD.

The use of Social Media by TCA National has significantly grown. In mid-May, TCA’s contractor, Katie Anyan, began to attract interested train enthusiasts to the TCA Social Media platform via Facebook, Instagram and Twitter. The goal of the Social Media Program is to create a dialogue among model train enthusiasts and to bring prospective members to our website and to our NBO, with the goal to bring those interested parties into membership in the TCA. In the first one and one-half weeks of this program, over 500 people responded with contact information which the NBO is sorting out. The NBO will develop a geographic listing of these prospects and send their contact information to the “Membership Czar” of the appropriate division to contact these people and invite them to our open events and encourage them to join TCA. This process could not only lead to new members for TCA, but it also could lead to new members in the SD. At a minimum, it could help increase attendance at our open train shows.

The “Orange Bag” initiative began two years ago at York, PA, to allow non-TCA members to attend. These bags contain and are:

(continued on p. 17)

VICE PRESIDENT'S CORNER (cont'd.)

- ▶ imprinted with the TCA website address and contain a color brochure on TCA with membership application
- ▶ filled with materials and brochures on TCA membership benefits
- ▶ a color brochure on our Museum with admission discount coupons
- ▶ children's train activity materials
- ▶ information on planning a "train experience" in Strasburg, PA

This program has had some success at York due to the fact that non-members have to check in at the TCA national tables. These materials have been judged effective and will be expanded for use by Divisions. People carrying an Orange Bag at train shows are the people with whom we should make contact and encourage them to join TCA. This gives all of our members an opportunity to recruit new members, and it offers table holders the opportunity to open a conversation with a prospective customer.

These undertakings are some of the steps being taken to increase our membership. It is estimated there are 1.2 million model train enthusiasts around the country, so there is a market for us to address and recruit new members into a great organization.

As Jim Burke, one of our past, national presidents, said, "While we are tasked with TCA recruiting membership, we see it as just as important to create opportunities for you, our Divisions and Chapters, to build your strength."

In the meantime,
Keep Trainin'
Jay



Tampa Train Day Photos (cont'd.)

More photos on
p. 19



Upcoming 2019-2020 Florida Train Meets/Shows

Jul. 6-7: Largo Central Railroad Public Run Weekend, Largo Central Park, **Largo**

Jul. 8-10: The Villages Model Train Show, Savannah Regional Center, 1545 Buena Vista Blvd., **The Villages** 32162 9A-4P Saturday, 10A-3P Sunday, (Contact Sam Mathis 352-750-2433, samathis@bellsouth.net or Cecil Byrd 352-693-4079, cbyrd@cfl.rr.com)

Jul. 13: Florida Rail Fair, Volusia County Fairgrounds, Lawrence Arena, 3150 E. New York Ave., **Deland** 32724 (contact Charles W. Miller, 703-536-2954, rrshows@aol.com; www.gserr.com (**Golden Spike**))

July 13: Central Pasco & Gulf Railroad Public Run Day, 16739 Crews Lake Dr., **Spring Hill** 34610

Aug. 17-18: The Villages Model Train Show & Sale, Savannah Regional Center, 1545 Buena Vista Blvd., **The Villages** 32162 (above)

Aug. 24: Lopez Hall, 7177 58th St. N., **Pinellas Park** 33781 (Joe Schramm, joe@regalrailways.com; www.regalrailways.com, 727-441-2159; all shows 9A-2P) (**Regal Railways**)

Sep. 7: Melbourne Train & Toy Show, Azan Shrine Temple, 1591 W. Eau Gallie Blvd., **Melbourne** 32935 9A-2P, 321-805-1963, schultzspacecoastrains.com (**Schulz Space Coast Trains**)

Sep. 14: Hernando County Fairgrounds, 6436 Broad St., **Brooksville** 33601 (**Regal Railways**, above)

Sep. 21: Lake Nona/Orlando (**Southern Division - see Meet Story p. 4**)

Sep. 21: Suncoast Model Railroad Association, MinnReg Hall, 6340 126th Ave., N., **Largo** 33773

Oct. 17-19: TCA Eastern Division, **York**, PA

Nov. 3: **Zitnik Trains** Fall Parking Lot Swap Meet, 5193 73rd Ave. N., **Pinellas Park** 33781, 727-201-9668

Nov. 9-10: Artistry of Model Railroads, Pinellas Park Performing Arts Center, 5193 73rd Ave. N., **Pinellas Park** 33781 (**Zitnik Trains**, above)

Nov. 23: Morocco Shrine Auditorium, 3800 St. Johns Bluff Rd., **Jacksonville** 32224 (**Southern Division**) (**Meet Story in Fall newsletter**)

Nov. 23: Hillsborough County Fairgrounds, 215 Sydney Washer Rd., **Dover** 33528 (**Regal Railways**, above)

Dec. 21-22: Tampa Model Railroad Show, Florida State Fairgrounds, 4800 US 301, **Tampa** 33610 (**Golden Spike**, above)

2020

Jan. 21: Fort Pierce (**Southern Division**) (**Meet Story in Winter 2020 issue of newsletter**)

Feb. 22: Pinellas Park (**Southern Division**) (**Meet Story in Winter 2020 issue of newsletter**)

(continued on p. 19)

Upcoming 2019-2020 Florida Train Meets/Shows (cont'd.)

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

Promotion and Attendance at Train Meets: In order to promote awareness and thus attendance, we print a schedule of upcoming shows in each quarter's *The Layout* and on our Southern Division website (www.tcasoutherndivision.org). Another way these meets are promoted is by having flyers about upcoming shows available at other train shows, 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: jayz@penningtonlaw.com or phone 727-784-8490). Thank you.



**Tampa Train Day
Photos (cont'd.)**



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 **Sell** or **Thin out** your **Train and Toy collections**? Please call **Dick Wilsen** (Sarasota): **941-374-2288**.

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). Write or call Chris Lucibello: 2483 Pinellas Point Dr. S., St. Petersburg 33712; 727-867-3465, email: karen.lucibello@verizon.net.

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. Al Galli, 772-219-7653, algalli@embarqmail.com

For Sale: Standard gauge tracks both Ives & Lionel good cond. need cleaning; misc. std. gauge switches 222 green & black; elec. 210 green & black manual; "O" gauge 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. Don, 772-281-2316

TCA Skytop Observation Car + TCA A & B Shells. **All mint.** Asking \$200 for all. Vince Coffman, 407-678-7448

Switch List is a free service to Southern Division Members. Send your ads (space permitting) for trains for sale/wanted/trade to Mary Anyan. **Your ad automatically will renew in each issue of *The Layout*, until you cancel.** Contact Mary via email, maryanyan.mia1@gmail.com or snail mail, 1800 Follow-Thru Rd. N., St. Petersburg, FL 33710.

**The deadline for articles, photos, etc.
for the next issue of *The Layout* is
September 1, 2019. Thank you.**