

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

## **Spring Fund Raising Letter**

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

### **January/February/March 2019 Issue #180**

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

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

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

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

Timeline:

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

### ***Promoting Email Delivery***

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

## ***April/May/June 2019 Issue #181***

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

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