

throughout the week. That was REALLY appreciated, as "carnival food" can get old (and expensive) after a while. Homemade "sammiches" hit the spot.

According to the official numbers, the gift shop did pretty well during the week of and the week after Hot August Nights, with daily receipts up over \$1000.00 a day. David Epling reported getting a few coupons from last year through the gift shop for R.A.L.'s; it seems that some folks were intrigued enough to make our museum a part of their 2009 travel plans to Hot August Nights. THAT, folks, is what it is all about. When Seth and I went around the museum on the following Monday to put equipment away, we saw many folks around the museum wearing Hot August Nights swag, and enjoying themselves in our place. RAL's were booked up pretty near solid, and we made a few bucks of our investment back. In fact, we made a LOT of our money back in just those two weeks, and the rest definitely went to a GREAT advertising opportunity. It is an indisputable fact that Hot August Nights was a BIG success for your rail society, and I look forward to next year's event.

Special thanks to Mike Mucklin for his great advertising pieces and Eugene Vicknair for putting together the Hot August Nights museum brochure we gave out for the event.



Our former Southern Pacific fire truck made its Hot August Nights debut this year. (above)

The Model "T" was a popular photo opportunity. (below)

- Tom Carter photos



## AROUND THE MUSEUM

- David Epling, Museum Manager

Gross revenues through the gift shop for July 2009 totaled \$23,718.64. The total includes RALs and donations. Foot traffic is noticeably higher than this month last year. Two factors are the lack of canyon fires and we are drawing a lot more people from the Reno area who are looking for things to do closer to home.

We have started taking credit card numbers for RAL reservations. In June, we had five no-show, un-cancelled reservations. So, people will now be told that we require a credit card to hold the reservation and if they are a no-show we will charge the card a 25.00 cancellation fee.

Bottled water bearing the museum logo has arrived, as well as 22 oz thermal mugs with special WP graphics for the soda fountain. A

special run of these mugs includes the word VOLUNTEER on the side, available to our hard-working volunteers. Purchase of these mugs entitles one to free refills. The graphics were designed in-house by Eugene Vicknair.

A huge thank you to Ed Powell. During the weekend of Sept 5-6, he replaced all of the malfunctioning overhead light fixtures and tubes in the Display Room with new equipment, under the direction of Vice President Habeck and myself. That is a huge help for that room! The whole cost for everything was under \$150. Wayne Monger is planning to order the appropriate UV light filter covers for these fixtures and tubes. This is required for any room where sensitive / irreplaceable paper documents are displayed to the public. Ed also took a few minutes to fix Hap Manitt's office typewriter that is displayed on Hap's old desk in the Display Room.