Discontinuation of Print Version of Newsletter and Launch of New Email Marketing Tool

By Michael Madyda, Editor

In order to keep pace with today’s ever-evolving technology and how other organizations disseminate information to their members and customers, it has been decided that we move forward and adopt a new digital email marketing tool that will bring change to how the DRM sends out the newsletter and information to its members. This past March, the Danbury Railway Museum Board of Directors passed two motions brought before them by this newsletter’s editor. The first was to research email marketing software programs and choose one that will be the new digital platform for disseminating information to the Museum membership. The second was to discontinue the print version of The Railyard Dispatch newsletter when an email provider had been chosen and set up with all available DRM member email addresses. Being on the verge of signing up with an email provider, which requires a BoD vote that will take place at the October meeting, the collection of email addresses from DRM members will start now. It is our hope that we will have every member’s email address by the end of this year and launch our new digital platform in January 2017. So, the last professionally printed version of The Railyard Dispatch will be the November – December 2016 issue. The newsletter will be changed over to a digital format (much like what is found on the Museum’s website under ‘Newsletter’) that will be emailed to members via this new email marketing software program.

Sending The Railyard Dispatch newsletter electronically to members will be a more efficient means of getting information out to the membership and decrease the time members receive the newsletter and other important announcements regarding events and activities going on at the Museum. In short, members will receive information in a more timely fashion.

Going this route and discontinuing the print (paper) version of the newsletter is beneficial for several reasons. They are:

- emailing the newsletter will save the Museum thousands of dollars a year with regards to printers’ costs and bulk mailing costs;
- it will decrease the amount of time that this editor puts together a newsletter issue by spending less time converting the newsletter to a printed black & white version and updating files to get it ready for bulk mailing;
- this will eliminate the page requirements/constraints from having the newsletter professionally printed as we do now;
- it will free up the labor (i.e., personnel time) of retrieving the printed newsletters from the printers, putting the newsletter together for bulk mailing and bringing it over to the post office’s bulk mailing department within a posted time frame;
- this will be a more environmentally friendly route of sending out information;
- the newsletter will be in color and not black & white;
- and again, this will greatly decrease the time members receive the newsletter and other important information.

If you don’t have email and would like to receive the newsletter through this new email service, there are several Internet companies that offer free email services such as Google and Yahoo! For the rest of the membership, we will need your name and the email address where you would prefer to receive correspondence from us. Please send this information to our membership chairman via email at: drmmembers@aol.com, or by mail at: Attn: Membership Chairman, Danbury Railway Museum, P.O. Box 90, Danbury, CT 06813. Also, if you have moved since joining or renewing, please send your updated contact info to our Membership Chairman. In addition, we will not sell, trade, or rent your personal information to any person(s), company, or organization.

For the few members who don’t have a computer or are able to get to a public

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Plus . . . New Members & Ten Years Ago
Upcoming Events at the DRM

October 15th & 16th, 22nd & 23rd, and 29th & 30th - Pumpkin Patch Weekends

Come to the DRM for a fun train ride in decorated cars to our pumpkin patch where children ages 2 - 12 get a free pumpkin! The $12 admission for visitors ages 2 and up (under 2 years free) includes historic train ride, exhibits and displays inside our restored 1903 Station and outside in the railyard, operating model layouts, children’s activities including free coloring station and temporary tattoos, and free cider and cookies! Children are encouraged to wear their costumes! Hours are 10am - 4pm on Saturdays (October 15th, 22nd, and 29th) and 12pm - 4pm on Sundays (October 16th, 23rd, and 30th). Trains will be running hourly 10:30am - 3:30pm on Saturdays and 12:30pm - 3:30pm on Sundays.

November 12th - Military Appreciation Day

Free train ride for past & present military personnel and their families. Must present ID or be in uniform.

Parking Deal on Weekends

Thanks to the generosity and cooperation of the staff at the Danbury Parking Authority, guests at the DRM will be able to get their admission ticket stamped at the Front Desk for a $1 discount on parking at the Municipal garage across the street.

Ten Years Ago

By Stan Madyda, Vice President

Through the years, the DRM has always looked at new and different ways to raise money for specific projects and the general fund. In the summer of 2006, a concert was planned on Museum grounds with proceeds going towards track work. Four bands were scheduled to play and advanced tickets were sold at $25.00. Just days before the concert was to be held, two bands cancelled. The day of the concert, another didn’t show up leaving Ira Pollack’s band as the sole entertainment and they played for most of the afternoon. Although refunds were offered, many ticket purchasers agreed to donate the money for the track fund.

Good news was received when we learned that our turntable would be placed on the National Register of Historic Places. Ira Pollack and Bruce Clouette had worked on making this happen.

Restoration work in the yard saw the cab exterior of the #1455 sanded, painted and lettered. The roof on the RPO car was painted and the labor intensive job of removing rust on the sides began. There was a hole on one of its sides that needed to be patched and the diaphragms were removed for restoration. The car was then primed and painted in its final Tuscan Red color. Over at the NYC wooden caboose, rotted wood was replaced on the exterior framing and new interior boards were added, where needed. Our CN car #660 was getting attention. This car was once to be part of a railroad themed restaurant in Danbury. When those plans did not materialize, the car was donated to the Museum. Although the interior was gutted and partially finished as a dining area, it was decided that it would make a good events car. First order of business was to repaint the interior.

Inside the Station, work was progressing on all of the layouts thanks to the Tuesday night crew. Some of the members also had time to construct new exhibit cases in order to display our growing collection of historic model trains.

New Members

We are delighted to welcome our new members this month. All members, as well as the general public, are welcome to attend the weekly meetings and free programs held Wednesdays, 7:30pm, at the Museum, 120 White Street, Danbury. We invite all members to become involved in Museum activities!

Jeffrey Tuttle Mahopac, NY
Jeremy Hudson Sr. Warwick, NY
Ken W. Sayers Ridgefield, CT
Kelly Metichechzia Danbury, CT
Kristie Bednarz Elmwood Park, NJ
Bethany Sullivan Danbury, CT
Amanda Herta Poughquag, NY
Raymond Kunz Beacon Falls, CT

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Owney Day 2016

By Sue Teer; Photos by Carolyn Taylor

On July 16th, we celebrated Owney, the little dog that rode the Railway Post Office cars in the late 1890's out of Albany, New York. Since we have a beautifully restored Railway Post Office car, this is a good way to talk about the Railway Post Office service and invite the public to hear the story of Owney. Martha Bishop, a wonderful storyteller, was on board the railyard local and told many Owney stories before and during the trip.

The public had a conducted tour of the RPO car and saw first hand what an RPO car was and the type of car that Owney rode throughout his life. The Gift Shop sold Owney books, postcards, commemorative envelopes with five pictures of Owney on them (some with Owney postage stamps) and little Owney stuffed dogs. We had many visitors and a really good day at the Museum. Thanks to all who came and helped out!
Words from Our President

June, July and August 2016 have been busy summer months for the DRM. Our summer schedule included being open seven days a week with extended hours to 5:00pm on weekend days. Building coverage needed to be increased by 40%. In addition, numerous tour groups during the weekdays required extra train crews being mobilized; Engineers, conductors, car hosts and docents. All volunteers staff this rigorous schedule with no pay, no overtime and no complaining.....well maybe a little. The heavy schedule, however, resulted in a well-attended and successful summer with multiple KUDOS and much gratitude to all the regular and extra personnel that participated during our summer program.

Anyone that applies for a new membership, or renews their membership, fills out an application which highlights approximately 10 volunteer opportunities which address the traditional areas of service available. There exists, however, a much broader need as indicated in the following list:

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<td>Everything</td>
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There are probably others that are needed, but overlooked. The above expanded list indicates not only opportunities, but current needs of the Danbury Railway Museum. Many of the jobs/positions on the list go unfilled and we could use your assistance. Many of the jobs/positions need additional volunteers to enhance the effectiveness of our work efforts. Please review the list, suggest how you can assist us, and share your talents and expertise.

The second item in the list above, administration, also needs your help. No jokes please, we have heard them. Seriously, a review of the current list of Officers and Directors results in over 150 years of service to the Danbury Railway Museum. Some of the Officers have been in office for over 15 years! We are hopeful to implement a new program which will provide training for prospective new administrators while also providing the position of assistant to a specific Officer. Are you interested? We need you to step up and assist the Danbury Railway Museum to move forward, grow and flourish with a new life blood. Again, please share your knowledge, talents and expertise.

On behalf of the Danbury Railway Museum, Wade W. Roese

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Discontinuation of Print Version of Newsletter and Launch of New Email Marketing Tool, Continued from Page 1

library that has public computers and wish to receive a printed version, you will be able to come to the DRM Station and have the online version printed out in black & white or have it printed out in black & white and mailed to you. No color copies will be provided.

We sincerely hope that you will like this new digital platform of electronic communication and hope it will relieve some of the frustration of receiving delayed information. I will let you know in the next issue who the email provider will be that the Board will vote on during the October meeting.
Danbury Railway Days 2016

By Secretary Steve Gould; Photos courtesy of Carolyn Taylor

The Danbury Railway Museum held its 10th annual Danbury Railway Days event on August 6 and 7, 2016. Several hundred guests visited the Museum over the two day event.

The Museum hosts Danbury Railway Days to educate guests on railroad operations and the importance of railroads in the history of our Nation. As outlined its Mission Statement, the Museum’s job is to “preserve railroading history and its influence on America’s growth.” The Museum’s Vision Statement says it is to “present history and information essential to further education about railroading through restoration, preservation, exhibition, and demonstration.” Danbury Railway Days accomplishes all of that and then some by offering tours through historic equipment and demonstrating how things are done on a railroad.

A major component of this year’s event was the “Hands on the Throttle” program. Attendees who signed up received thorough training about running a locomotive, from a walk around of the locomotive to an “in the cab” demonstration of what makes it tick. The training was conducted by Tom McCullough, a highly qualified operating crew member. Once the instruction was completed, the attendee was then allowed to “take the throttle” under complete supervision of Tom and take the engine for a short spin in the rail yard. At the conclusion, the attendee was given a certificate of locomotive training completion. There were a total of five “trainees” over the two days, all of which gave the program a huge vote of approval, with some requesting the Museum to repeat the program.

Guests also got a chance to ride the Museum’s Rail Yard Local train, itself a rolling Museum exhibit with the locomotive dating back to 1948, the passenger coach to 1925, and the Canadian National caboose to 1973. The passengers got off and rode the operating 1917 turntable one-half revolution; they then got off and walked the “red carpet” to tour the restored 1928 observation/lounge/sleeping car Tonawanda Valley. This car once served on the famed 20th Century Limited, operated by the New York Central Railroad; passengers for this train walked on a red carpet to board it at Grand Central Terminal and originated the phrase “roll out the red carpet”. While out by the turntable, guests got a chance to drive a spike into a railroad tie before completing the turntable and train ride.

Guests got a chance to visit other open exhibits such as a 1907 steam locomotive where volunteer Phillip Beard had a display of model steam engines; a former New Haven Railroad FL-9 diesel locomotive with former engineer Pete McLachlan holding fort in the cab; a former New Haven Railroad Rail Diesel Car; a 1909 New York Central and Hudson River Railroad wooden caboose where Gerry Herrmann and Stan Madyda gave tours; and the 1910 Pennsylvania Railroad Railway Post Office. The former New Haven Cedar Hill Yard forge was in operation with demonstrations by volunteer Bob Pitcher. Kids got to participate in a visual scavenger hunt.

The overall comments were very favorable for this once-a-year chance to learn more about the “steel wheel on steel rail”. 

Continued on Page 6
DRM Member Picnic

By Patty Osmer; Photos courtesy of Philip Beard

A small, but enthusiastic group of about 30 people attended the Museum’s Annual Member Picnic on August 13th. Once again, the picnic was held inside because of the intense heat and humidity. Don Konen and Patty Osmer grilled burgers, hot dogs, ribs and corn. A large selection of many salads, sides and desserts were supplied by various members. Also once again, President Wade’s (now famous) cauliflower salad was the big hit! After dinner, those brave enough to face the heat had a chance to operate the RS-1.
MUSEUM CALENDAR

September 21(7:30pm)  Steel City Rails - Part 1 (Pittsburgh) - Steve Gould
September 28(7:30pm)  Railroad Roundabout - Bill Brett
October  5(7:30pm)   B.R. Steam Locos - Carl Liba
October  12(7:30pm)  To Be Announced - Dan Foley
October  19(7:30pm)  To Be Announced
October  26(7:30pm)  To Be Announced
October  27(7:00pm)  Board Meeting - Open to Members
November 2(7:30pm)   To Be Announced - Carl Liba

Museum hours: Wed-Sat 10-4; Sun 12-4
See the newsletter in color at: www.danburyrail.org

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