



VOL. 21 - NO. 3 SHELburnE FALLS Trolley Museum Newsletter

FALL 2012

DEDICATED TO PRESERVING THE HISTORY OF THE SHELburnE FALLS & COLRAIN STREET RAILWAY

PRESIDENT'S REPORT

MEMBERSHIP REMINDER

If you are reading this you are probably a SFTM Member. The museum IS its members. I had a local official try to tell me that a museum is a building, but that is not true. The nicest, fanciest building full of displays is just a building without the people who support it and visit it and make it come alive. And especially when you have a spread-out operation like a railroad museum, a museum is much more than a building. That is why we call our main building our Visitors Center, not The Museum. And this is the time of year when we ask you to step forward, once again, and rejoin the other members who make our museum successful. See the included Membership Application and consider moving up to the next level of membership. Our dues income is important to our financial viability, and your membership reaffirms your support, and provides moral support for those volunteers who put in countless hours doing everything that is required to keep the museum going. This afternoon I'm skipping going skiing so that I can address some winter problems at the yard. Please lend *your* support in whatever way you can.

GOINGS-ON AT SFTM

We have made good progress on our porch and ramp project since the last Transfer. There is still wiring of exterior lighting and making and installing handrails, but we expect to be ready for a grand opening of the new porch and ramp when we reopen on Memorial Day Weekend Saturday May 25, 2013. Thanks to everyone who helped, and we can always use more donations to help cover the expense of this important addition to our museum.

Sam and Dave Dye completed the ridge cap on the Freight House Roof. The old slate roof on the Freight House will need annual attention, and we still want to remove an ugly dormer that was added on the north side, but this roof should protect this 1867 wooden building for many years to come.

Sam wire brushed and painted the riveted seams on the Osgood-Bradley coach, as the first step in a long process to protect this Worcester-built piece of railroad history.

Warning signs have been installed at the top of Depot Street to

try to prevent a re-occurrence of last winter when a dump truck caught our wire and broke off a pole.

Norfolk Southern had a two rail gangs lay over in the yard for a few weeks this summer, if you saw all that equipment I hope you didn't get your hopes up that we were rebuilding the yard the easy (but expensive!) way.

We now have a backhoe for museum use, which should take some of the grunt work out of track work.

Dave Dye has been working on the roof walks for the caboose. We do have some take-home winter projects, for example, scraping old paint off of caboose hardware, and painting it if you have place to do so indoors safely. Let me know (sam@sftm.org) if you'd like to help.

(cont'd on Page 3)

Marguerite A. "Marge" Choquette

Marge had never ridden a train, and was not a rail fan, when she first came to SFTM on a cheap date in 2010. She came back again and again though. She enjoyed greeting and talking with visitors and crew members in the Visitors' Center. She began helping with operations there: Learning to open the center, straighten the merchandise, sell tickets, and the myriad other things that keep SFTM going that most don't even notice.

In 2011 she joined the operating crew as a conductor, and continued into 2012. She diligently made notes on the history of SF&C Street Railway and of SFTM in order to give her talk. She liked telling visitors about the history, and she was one of the friendly volunteers that SFTM is known for with visitors.

In the fall of 2012 Marge set off on a long distance train trip, from Springfield to St. Paul, MN, with a stop in Chicago. While traveling down the Mississippi River aboard the American Queen steam boat she died suddenly while passing through Lock # 12.

It is sad to lose a member of the Operating Crew. It is even more sad to lose someone who had been close and important to you.

Bill Kaiser

DIRECTORS AND OFFICERS - 2012

Officers:

President - Robert (Sam) Bartlett
Vice President - David Dye
Clerk - David Bartlett
Treasurer - Betsy Wholey Osell
Chair of Board - David Dye
Vice Chair – Alden Dreyer
Assistant Clerk – Reba-Jean Shaw-Pichette
Assistant Treasurer – Reba-Jean Shaw-Pichette

Directors:

Gerald Besser
David Goff
Anthony Jewell
William Kaiser
James Wholey

CONTACT US

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Shelburne Falls MA 01370

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TRANSFER is a publication of the Shelburne Falls Trolley Museum Inc., produced for the enlightenment and entertainment of our members and special friends. Spring, Summer, and Fall issues are planned for each year. Comments, contributions, and letters to the editor are welcomed.

David C. Bartlett - Editor
dbartlet@crocker.com

SIGNING UP FOR eTRANSFER

As a convenience to our members, and as an attempt to control costs, **TRANSFER** is available on line as a pdf file. This will give you the option of filing your copies of **TRANSFER** on your computer, in case you want to refer back to them at some later time. What's more, **eTRANSFER** comes out in **full color!**

If you wish to receive your future **TRANSFERS** by email, here's how to do it:

- Send an email to: dbartlet@crocker.com
- In the Subject line, please enter **eTFR**.
- In the body of your message, please enter just **your name** - that's all.

Your address will be entered on a mailing list, and the future issues will come to you by internet instead of by snail mail, thereby saving printing and mailing costs. Save a tree, too!!

Please note – if you are an eTFR subscriber, and subsequently change your email address, please be sure that you let us know.

GUEST BENEFITS FOR MEMBERS

Individual and **Junior** levels (IN) (\$20) and (JR) (\$12) - card is valid only for named member. No additional guests. (eTransfer only for JR members).

Family (FA) level (\$32) is as follows: your card covers rides for up to two adults and all children under age 18 related to at least one adult and living in same household. There are no additional guest privileges for the Family membership.

Beginning at the **Friend** (FR) level, additional guests may accompany you whenever you ride the trolley:

Friend (\$40) - 2 guests, plus Family privileges, and one Instant Motorman opportunity per season.

Contributing (CO) (\$60) - 4 guests, plus Family privileges. And two Instant Motorman opportunity per season.

Patron (PA,BP,SP,GP,LM,HL) (\$100 and higher) No set limit to number of guests you may bring when you visit SFTM.

MEMBERSHIP REPORT

At this writing, SFTM has **126** current active memberships.

WELCOME NEW MEMBERS

Jonathan Shefftz – Amherst MA
Joan Dickson – Shelburne Falls MA
Matthew Smith – Los Gatos CA
Michael Herr – Davenport FL

THE CARBARN FUND

Donors since the previous report:

Buckland Historical Society
Ronald Marcols
Joseph Kelly
Eric and Mary Sumner
LeeWebster

VOLUNTEERING - HOW TO DO IT

Simply contact the Museum (see **Contact US** on this page). Indicate what your interests are - operating, painting, building stuff, selling, or what. We need you!!!

WE HATE TO DO IT, BUT.....

When SFTM started regular service in 2000, our ticket price was \$1.00. Postage was peanuts, as were printing costs. Hamburg was a dollar a pound. Our Individual Membership dues were \$15.00 for the calendar year, and our Family Membership was \$25.00.

The dues have continued at the same level through 2012. Tickets are \$3.00. Postage is soaring, as are printing costs. Hamburg....who can afford it now? Dues at every other organization we know of have gone way up. Fixed costs at SFTM have gone way up – insurance, electricity, phone bills, security, everything else we need to keep the wheels turning.

So, we hate to do it, and we really hope you'll stay with us so we can keep No. 10 well and happy, but we need to adjust the Membership dues, and to better define the benefits at the lower Membership levels. We have added, as a perk at higher levels. Free opportunities to be an Instant Motorman.

VOLUNTEER OF THE YEAR - 2012



This year the Volunteer award was given to a very surprised April Mascolino. April has put in far more days behind the ticket counter than all the rest of our vast Passenger Services staff combined. And in one instance her training as a Registered Nurse came in handy when a passenger had a potentially bad medical problem. April to the rescue – problem averted.

A resident of Buckland, she discovered several seasons back that she really enjoyed helping at SFTM. SFTM has certainly enjoyed having April on board. Congratulations, April!!

(PRESIDENT – Cont'd from Page 1)

Moonlight Magic this year was a record for us in terms of ridership. We carried 419 passengers (265 adult paying, 67 youth paying and 87 non-revenue (under 6 or museum members)), for \$895.50 in ticket revenue. Donations were good on the car and in the caboose, all the cookies were sold and all the ornaments were made

RIDERSHIP

Here is an analysis of the total ridership this year (spoiler alert, it was a very good year however you slice it).

We carried 2794 paying riders this year, for \$7588.50 in ticket revenue. Only year 2000 (our first full year), and 2007 beat that for riders (2012 was 89% of 2000, and 2012 was 97% of 2007). 2000 was sort of our honeymoon year, a lot of people came and don't feel they need to come again (although we didn't have the pump car then, so think what they are missing!). In 2007 we were open all of May, now we only open starting Memorial Day weekend. So of the weeks that we were open we did better than 2007, making (if you twist the data hard enough) 2012 our best year! Three of our 2012 weekends were records as well. And because we raised our fares in 2009, this year was a revenue record with no qualifications, 117% of 2007's ticket revenue, 246% of 2000's revenue, when tickets were just \$1.

Last year was one of our worst years, in part due to the hurricane and blizzard.

Our percent non-revenue ticket sales are typically 22%. This year was no different. We have carried 38,951 passengers since we began operation in 2000, (29,509 paying) and generated \$53,791 in ticket revenue in those years.

What made 2012 so good? I'm sure the TV ad helped some, and Marie Bartlett's book "The Little Yellow Trolley Car" (now in its second edition!) we know brought people who wouldn't have come otherwise. We have over 320 Facebook 'likes', but I don't know how many of those actually come to the museum. The improving economy may be helping a little too, and improved marketing of Shelburne Falls in general. I think it helped that we had pretty good weekend weather this year. I know that the most important part of our success is the hard work of all our volunteers; the trolley crew, the ticket sellers, pump car operators and those who work behind the scenes to make the place look better and run smoothly, THANK YOU to all of you.

I hope you have a safe and healthy winter, and I hope to see old faces and NEW FACES next year in the spring for projects and for spring training. And remember to fill out and return your Membership Form!

Sam

See Page 4 for "Where Do We Go From Here"

TRANSFER

SFTM'S INTERNATIONAL ADMIRERS:

Dear Sir,

I visited the Shelburne Falls Trolley Museum together with 3 friends from the Netherlands.

We were impressed by your wonderful trolley No. 10 and your friendly staff.

During our visit I promised to send you some pictures, you will find them as attachment.

I allow you to use them free of charge in publications or on the internet, however please mention my name (Marco Moerland) as photographer and copyright owner.

Kind regards from the Netherlands,

Marco Moerland (Schiedam – NL)

Here are some of the pictures which Marco Moerland sent to SFTM.



No. 10 Hustling home.



An unusual view of No. 10 Just leaving Salmon Falls.



No. 10 Navigates a sea of crossbucks.



Piper Pichette plays the control stand of No. 10 with the same finesse with which she plays her harp.

WHERE DO WE GO FROM HERE?

With the porch and ramp project (mostly) behind us, we will be focusing again on our new car barn. In the spring we will work on installing the switches in the House Track (where the pump car usually runs) for the two-track car barn. If we can raise about \$15,000 either in grants, cash donations or donated services for concrete and excavating (or a combination) we should be able to begin work this summer. If you've been holding back on making a car barn fund donation, now is the time to step up and help out. If you've already been helping out with donations, Thank You!

Sam

HEALTH REPORT

As Members, you may want to know something about the season-end financial state of SFTM, and about whether your dues are being used prudently. Temptation to throw lavish parties was indeed suppressed, and in view of the times, we think that all income was put to the best use.

We build a budget at the start of each year, based on past performance, and very conservative expectations.

Excerpts from the latest monthly Treasurer's Report show encouraging results.

The largest Expense items in the 2012 operating budget are these:

Item	Actual	Budget
Mortgage payments	\$12,000	\$12,000
Insurance	\$11,485	\$6,500
Cost of shop merchandise	\$3,080	\$1,500
Public Relations	\$1,968	\$2,500
Total Operating Budget	\$35,587	\$33,200

The tiger in the tent for 2012 was a dramatic and unexpected hike in liability insurance. Increased costs for merchandise didn't help.



The largest items in the Income operating budget are these:

Rental revenue	\$13,450	\$12,000
Ticket revenue	\$7,735	\$6,000
Sale of merchandise	\$6,400	\$3,500
Memberships	\$5,085	\$5,200
Total Operating Budget	\$40,460	\$29,000

At the end of the regular season, SFTM took in \$4,800 more than budgeted, which was a very pleasant surprise, considering the insurance shock and the slow economy.

“Moonlight Magic” (what's that? see article following) results came in too late to be in the December budget report, but grossed around \$1,500 more, most of which was profit. When added to the pile, the picture brightens even more.

As you can see, Membership support is critical to SFTM's success. Stay with us. It'll only get better at SFTM!!

SFTM is an all-volunteer 501c3 nonprofit operation.

MOONLIGHT MAGIC

OK, now we'll tell you: MM is a tradition in Shelburne Falls, staged on the evening following Thanksgiving. The whole town lights up, shops and restaurants stay open until 10 pm, 1500 luminaries are lit all over the village, No. 10 and the caboose are draped with lights. The latter is parked at Salmon Falls with a fire in its stove and events for everybody inside. The outside world pours into town for the celebration. It's unreal! Times Square at rush-hour. The Shelburne Falls & Colrain Street Railway goes into high gear, carrying riders from one end of the line to the other, and the car is packed, packed, during the peak hours. We sell single-ride tickets at both ends of the line. Ticket sales

approached 300, which is way better than we do on some whole weekends. It is frantic, fantastic, and fun. This year was blessed with exceptionally warm weather, which saved lots of frostbite among the staff.

When the evening ends, most of the staff hibernates until Spring and SFTM goes into winter shutdown mode until the snow melts and the ground thaws.

MORE GOOD NEWS

After the season ended, SFTM founder Tony Jewell pulled off another of his magic acts.

Three flatbed trailer loads of rescued track materials showed up at SFTM, each bearing a kit of 85# No. 5 turnouts, including frogs, points, special rails, all necessary plates and ties – everything but switchstands (we already have those) and spikes. Major components all marked, color-coded, and referenced as to which part goes where. Just like assembling a model-railroad turnout from a box of pieces. Or a jigsaw puzzle with a big cheat-sheet included.

The materials themselves were donated to SFTM. Each load cost SFTM about \$1000, since cranes were needed to load the trucks at the donor's end of the trip, and of course the trucker wanted something for gas and coffee while on the road. At the SFTM end of the run, our boom truck served to unload each trailer and stack everything for easy future access.

It was a stretch of our budget, especially in view of the severe jump in the liability insurance rate which blindsided SFTM last summer, but something like this track material donation doesn't often even come once in a lifetime. So the deed was done.

This material brings us closer to the reality of the carbarn and the loop track. Our design calls for one of the newly-arrived right-hand turnouts for the carbarn tracks, and three more for the loop. As for the 5th turnout, that may come in handy for something that even we haven't thought of yet. High-speed rail service to Colrain, maybe??

Thanks to Tony once again for going to bat for SFTM!

ANOTHER DONATION??

As many of you know, one of SFTM's property abutters, named variously through the distant past until this week, at least, as the Troy & Greenfield Railroad, the Fitchburg Railroad, the Boston & Maine Railroad, and several others in between, and today the Pan Am Southern Railway. SFTM's yard trackage was owned by most of these variations, but SFTM has finagled its way into owning the yard now.

There is still a connection track to PAS, and a month or more ago, PAS shoved two crippled freight cars, an auto rack (empty) and a container(contents not known but we haven't smelled anything yet). The fact that PAS hasn't moved them in all this time has caused our Clerk to wonder if he needs to write them a tax donation letter advising them that their donation is deductible.

If they are still there next season, we'll give rides on them. Keep tuned.

SHELBURNE FALLS TROLLEY MUSEUM - 2013 MEMBERSHIP RENEWAL

YOUR NAME(S) AND ADDRESS

(PLEASE PRINT)

Keep it simple - if your address is correct on this mailing, then we only need your **name** filled in.

Check here if **address change** ____

MEMBERSHIP LEVEL - check one. (Remember - SFTM memberships and donations may be tax- deductible!!!)

___ Junior (under 18)	\$12	___ Patron	\$100
___ Individual	\$20	___ Bronze Patron	\$200
___ Family	\$32	___ Silver Patron	\$350
___ Friend	\$40	___ Gold Patron	\$500+
___ Contributing	\$60	___ Life Member	\$1000+

Additional Contibution - Carbarn Fund? \$ _____

Send this form with check payable to: **Shelburne Falls Trolley Museum, Inc.**

Mail to: **David C. Bartlett - SFTM**
44 Ashfield Rd.
Shelburne Falls MA 01370

The Shelburne Falls Trolley Museum, Inc. is an all-volunteer 501(c)(3) tax-exempt organization.
 Keep this in mind if your employer has a donation-matching program.

cut here

cut here

BALLOT - SFTM 2013 Shelburne Falls Trolley Museum
Annual Meeting - Tuesday February 12, 2013 - 6:30pm
Greenfield Cooperative Bank, - 33 Bridge St.
Shelburne Falls MA

Ballot for Elections Part 1 - Directors

Under the current By-Laws the Board has been divided into three classes, with only one class to be voted on each year. The term for incumbents is for three years. Candidates may be assigned to other classes.

The Nominating Committee has presented the following slate of candidates who are all willing to serve on the Board of Directors. You may vote for no more than 4. If you wish to vote for a writein candidate, write the name below and mark X in box.

- | | | |
|---|------------|-------------|
| | *Incumbent | **Candidate |
| <input type="checkbox"/> Gerald Besser (Class1)* | | |
| <input type="checkbox"/> Alden Dreyer (Class 1)* | | |
| <input type="checkbox"/> David Goff (Class1)* | | |
| <input type="checkbox"/> William Kaiser (Class 1)* | | |
| <input type="checkbox"/> WRITEIN _____ | | |

(See reverse side for Officer ballot, and other information)

Ballot Information

The By-Laws of SFTM allow all memberships in good standing to vote on Directors and certain Officers at the Annual Meeting. Only one vote is allowed per membership. If you are not attending the Annual Meeting, and if you wish to cast your vote, please detach and mail the ballot below in time to reach Shelburne Falls by **February 08, 2013** to:

David C. Bartlett - SFTM
44 Ashfield Road
Shelburne Falls MA 01370

Otherwise ensure that it is received by David Bartlett prior to the Annual Meeting on Tuesday, **February 12th, 2013**. If you wish your vote to be secret, write SECRET on the postal envelope and put your ballot inside another unmarked envelope inside the postal envelope. The postal envelope must have your name and return address to allow for proper counting of votes.

Only paid-up (and Life or Honorary Life) members are allowed to vote. One vote per family or other group membership. You must hold a 2013 membership for your vote to count. Please check the expiration date on your mailing label. If it reads 12/31/2012, your membership will need to be renewed before or when you submit your ballot. Please renew at you earliest convenience. Your support is urgently needed. Thank you.

Notes on Directors' Terms:

- Class 1 - Up for reelection at Annual Meeting 2013, then every three years.
- Class 2 - Up for reelection at Annual Meeting 2014, then every three years.
- Class 3 - Up for reelection at Annual Meeting 2015, then every three years.

BALLOT - SFTM 2013

Shelburne Falls Trolley Museum

Annual Members Meeting Feb.12 2013 Ballot for Elections

Part 2 - Certain Officers

The Nominating Committee has presented the following candidate(s) who is(are) willing to serve as the **President** of the Shelburne Falls Trolley Museum. If you wish to vote for another candidate, you must obtain prior approval from your candidate. Then write his/her name below and mark X in box. Please vote for only one person below.

ROBERT G. "Sam" BARTLETT*

Write in _____

The Nominating Committee has presented the following candidate(s) who is(are) willing to serve as the **Vice-President** of the Shelburne Falls Trolley Museum. If you wish to vote for another candidate, you must obtain prior approval from your candidate. Then write his/her name below and mark X in box. Please vote for only one person below.

DAVID DYE*

Write in _____

2013 OPERATING SCHEDULE

OPERATING EVERY SATURDAY, SUNDAY, AND
HOLIDAY, FROM MEMORIAL DAY WEEKEND
THROUGH THE END OF OCTOBER.

HOURS OF SERVICE - 11 AM TIL 5 PM.
ADDITIONAL SERVICE ON MONDAYS
JULY AND AUGUST.

AMHERST RAILWAY SOCIETY'S

GREAT TRAIN SHOW

JANUARY 26 AND 27, 2013

BIG E – WEST SPRINGFIELD MA.

STOP BY AT THE SFTM TABLE!

LOCAL BUSINESS SPONSORS FOR 2012

Walter's Propane
West End Pub
Village Restaurant
Berkshire East
Zoar Outdoor
Christopher's
Coldwell – Banker Realty
Pioneer Valley Memorial Association
Nancy Dole Ephemera

**Sign up for eTRANSFER.
Get it in COLOR!!
See Page 2 for Details.**

Still looking for gifts for railfans young and old? Check out the new book about No. 10, *The Little Yellow Trolley Car*, a true story of the SF&C by trolley operator Marie Betts Bartlett. See sample pages and order online at www.thelittleyellowtrolley.com

THANKS!

In July 1991, The Shelburne Falls Trolley Museum Inc. became a legal tax-exempt corporation, and has been staffed solely by volunteers since that date. Between 1991 and 1999, SFTM was able to completely restore SF&C St. Ry. Car No. 10, and to electrify a portion of the yard track for full operation of this car.

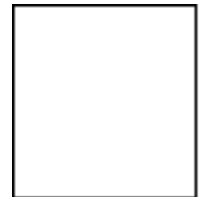
In 2004 SFTM raised significant capital from members and others to make a down-payment toward purchase of a major portion of the yard and the buildings on it, with a final mortgage payment due in the summer of 2018.

It hasn't been easy. Luck has been part of it all, but under the leadership of founder Tony Jewell from incorporation to 2000, and of Sam Bartlett since then until the present, and with a big boost from all of our members, we think that we all collectively haven't done too bad a job of making SFTM what it is today.

A special thanks to our Members. Without you it mightn't have happened.

Shelburne Falls Trolley Museum
PO Box 272
Shelburne Falls MA 01370-0272

413/625-9443 www.sftm.org/



Membership Renewal Time
Check the Date on the Mailing Label.
Expiration Date is 12/31/2012.